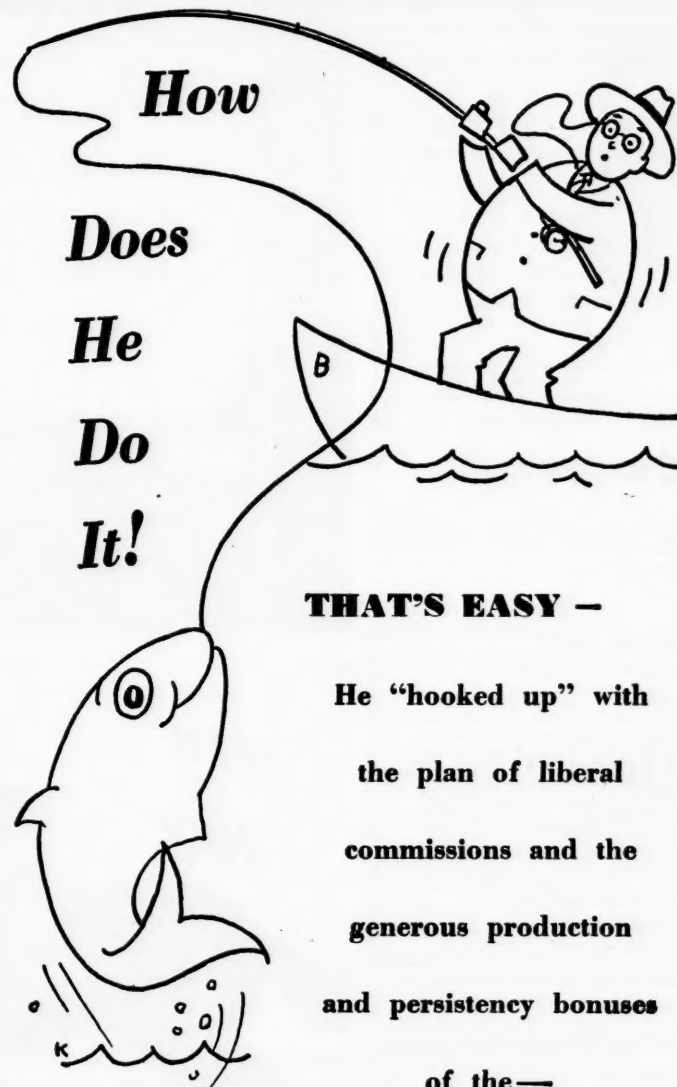


The **NATIONAL UNDERWRITER**

Life Insurance Edition



Bankers

NATIONAL LIFE

Insurance Company, Montclair, N. J.

RALPH R. LOUNSBURY, President

W. J. SIEGER, V. P. & Supt. of Agencies

LIFE • ACCIDENT • HEALTH • HOSPITAL

FRIDAY, AUGUST 22, 1952

HELP! HELP! HELP!

HOME OFFICE HELP WANTED IN HAWAII.
WE'RE GROWING FAST AND GROWING STRONG.
WE'RE EXPANDING OUR HOME OFFICE STAFF — WE NEED:

1 CHIEF UNDERWRITER (ORDINARY DEPT.)

1 ASSISTANT UNDERWRITER (ORDINARY DEPT.)

WE WANT YOU . . . AS CHIEF HOME OFFICE UNDERWRITER IF . . .

1. You are a thoroughly experienced underwriter below the age of 50.
2. You have had at least some actuarial experience and accounting experience in Life Home Offices and can prepare an annual convention statement.
3. If . . . you have been blocked in your efforts for promotion and are looking for a Home Office opportunity of a lifetime with good pay and excellent prospects for attaining an officer-ship as either secretary or comptroller with fastest growing Life Company in the Pacific.
4. If . . . you would like to live and work in the most beautiful part of the United States . . . Hawaii . . . in American surroundings with the most wonderful Springtime climate the year round . . .

THEN . . . YOU'RE OUR MAN.

Write at once, but write fully, giving complete personal history and experience background to . . .

ROBERT BRILLIANDE, President
FINANCIAL SECURITY LIFE INS. CO., LTD.
864 South Beretania Street
HONOLULU, HAWAII



Hawaii's first Hawaii-owned Life Insurance Company
HOME OFFICE: 864 SOUTH BERETANIA STREET
HONOLULU, HAWAII, U. S. A.



illustrating...

is easier and more convincing, with Pacific Mutual's complete personal protection plans. One reason—they include ACCIDENT & SICKNESS DISABILITY INCOME, interesting to every prospect.

Pacific Mutual

LIFE INSURANCE COMPANY
HOME OFFICE—LOS ANGELES, CALIF.
Doing business only through General Agencies located in 41 states and the District of Columbia



QUALITY INTEGRITY STABILITY

What the man who buys
and the man who sells
have a right to expect
in their life insurance
company.

WEST COAST LIFE

INSURANCE COMPANY

HOME OFFICE • SAN FRANCISCO

LIFE • ACCIDENT • HEALTH • GROUP



"Big Red" he was called. In two years he made twenty-one starts, winning twenty times, finishing second once. He was a winner. He was a CHAMPION.

United Benefit, another winner. In 20 years, it had half a billion of life in force. In 25 years, \$877,000,000. ONE BILLION JUST AHEAD for this CHAMPION.

UNITED BENEFIT
LIFE INSURANCE COMPANY
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Huebner Sees Agent of Future Advising on All Coverages

**Likens Him to General
Medical Practitioner; But
Still Room for Specialists**

There is an irresistible trend toward the all-round, multiple line insurance man who will advise on all forms of insurance — life, A. & H., property and liability, said Dr. S. S. Huebner at the closing session of the annual Chartered Life Underwriters Institute at the University of Connecticut at Storrs.

Dr. Huebner, who recently retired as professor of insurance at University of Pennsylvania, is president of the American College of Life Underwriters and chairman of the American Institute for Property and Liability Underwriters. His outspoken advocacy of a complete, across-the-board multiple line approach for insurance representatives contacting the public came as a surprise to some of his listeners.

Fosters Professional Concept

But this multiple line approach, he indicated, not only does no violence to the professional concept in insurance but actually fosters it. He compared the professional insurance man of the future with the doctor, the lawyer, the accountant, each of whom advises his clients on the full range of problems that are in his own bailiwick.

"The agent who handles my insurance is both a C.L.U. and a C.P.C.U.," said Dr. Huebner.

The speaker likened the multiple line insurance man to the general practitioner in medicine, and said that there would be no compulsion on all insurance men to become general practitioners and that there would doubtless always be specialists in one or another line of insurance, particularly in the larger cities. But even these specialists, he declared, should have a working knowledge of the other forms of insurance.

"Attending committee meetings, I've been struck with the fact that men may be past masters in their own types of insurance but know nothing whatever about other lines," he said. "For example, I've been in meetings with life men who, if they'd known anything about marine insurance, would have solved the problem before them right away, for the marine business had solved it 100 years before."

Value of Broad Knowledge

Answering questions after his lecture, Dr. Huebner said that the Wharton school at University of Pennsylvania had long ago stopped letting students devote themselves to either life or general insurance courses exclusively. He told of one student who tried to buck this rule because his father, who had a flourishing general insurance agency in the mid-west based mainly on one big corporate client, argued that a life in-

(CONTINUED ON PAGE 15)

Speakers Named for N.A.L.U. Agents' Sales Seminar

Five of the nation's most successful agents will appear on the program of the agents' national sales seminar which will be one of the top features of the annual convention of National Assn. of Life Underwriters at Atlantic City, N. J., Sept. 8-12. Vernon L. Phillips, Occidental of California, Philadelphia, is program chairman.

The sales seminar has proved to be one of the best drawing cards of the program. It is scheduled for Thursday. The speakers, representing both ordinary and combination companies, and their subjects are William Cooper, Prudential, Manchester, Vt., "The Emotional and Romantic Appeal of Life Insurance"; Glen R. O'Laverty, Business Men's Assurance, Bluffton, Ind., "What Are You Selling?"; N. Dean Rowe, Mutual Life, Johnson, Vt., "What Will People Say?"; W. W. Smith, Metropolitan Life, Rutherfordton, N. C., "Three Essentials of Successful Underwriting," and R. Braddock Dinsmore, Provident Mutual Life, Princeton, N. J., "Clientele Building Through Use of the Audit."

Speakers Listed for Selection Men Meet

Arrangements are now completed for the annual meeting of Institute of Home Office Life Underwriters at Cincinnati, Sept. 25-27.

Speakers will include Douglas Craig, 2nd vice-president of Metropolitan Life; Dr. E. V. Higgins, assistant medical director of North American Reassurance, and Richard S. Rust, vice-president of Union Central Life. James Q. Taylor, 2nd vice-president of Northwestern National, institute president, also will speak. William H. Harrison, underwriting secretary of Security Mutual Life of Binghamton, is chairman.

An executive committee meeting is scheduled for the day preceding the convention at which committee reports will be given. A full entertainment program has been arranged, with special features for wives. Union Central Life will be host at a reception Friday evening.

Documentation Requirement on Pension Plans Relaxed

WASHINGTON — Office of salary stabilization has amended its general salary stabilization order No. 64, which deals with pension plans and deferred profit-sharing and stock bonus plans so as to suspend requirement that certain documents be filed with OSS.

It is provided, however, that an employer who establishes, modifies or extends a new trust or plan authorized under the regulation must keep as part of his records the trust or contract and the plan of which the trust or contract forms part.

He must also keep with these records the internal revenue bureau's ruling that the trust or plan is, or continues to be, exempt from federal income tax under section 165(A), internal revenue code, such records to be accessible for OSS inspection.

Chamber Committee to Meet

WASHINGTON—A meeting of the U. S. Chamber of Commerce insurance committee has been called for New York City Sept. 11, during the Hemispheric Insurance Conference.

Los Angeles Assn. Proposes Craig for Trustee of N.A.L.U.

Life Underwriters Assn. of Los Angeles is presenting Thomas Craig, general agent there of Aetna Life, as a candidate for trustee of N.A.L.U.

The association directors adopted a resolution presented by President Mark S. Trueblood, which reviews Mr. Craig's long service in many positions of local, state and national responsibility, including the presidency of Cincinnati and Ohio Assns. of Life Underwriters, and the chairmanship of the N.A.L.U. committee of managers and general agents. It states that since his transfer to Los Angeles in 1950 he has continued his interest in state and national affairs, has attended all N.A.L.U. conventions, and is now national committeeman of the Los Angeles association, expressing the association's belief that he "has the executive ability and energy to serve with distinction as a trustee, and to assume even greater responsibilities in the National association."



W. Thomas Craig

Expect Graves to Retire in Ark; Gentry Mentioned

LITTLE ROCK — Retirement of Commissioner J. Herbert Graves at the conclusion of his four-year term next January was forecast here with the decisive defeat of Governor McMath by Chancellor Francis E. Cherry, Jonesboro, in the state's Democratic run-off primary. The Democratic nomination is tantamount to election in Arkansas.

In his campaign Judge Cherry promised dismissal of department heads close to the McMath administration. In answer to a specific question, he stated that Commissioner Graves would not be reappointed if he were elected. Mr. Graves, now serving his second term as commissioner, also held the position 1941-1945. On leaving office at that time he became Arkansas general agent of Kansas City Life.

Speculation as to his successor chiefly centered around U. A. Gentry, former commissioner, now engaged in private law practice at Little Rock, who held the office from 1933 to 1937. Leffel Gentry, also a Little Rock attorney and son of the former commissioner, was Judge Cherry's campaign manager. Whether the former commissioner might be willing to give up his private practice to return to office is regarded as problematical.

Mr. Graves is now chairman of zone 5 of National Assn. of Insurance Commissioners.

CIO Loses Mass. Election

WASHINGTON — A national labor relations board regional director has certified results of the election held last month among Metropolitan Life industrial agents attached to Massachusetts district offices, showing that 455 votes were cast for CIO Insurance & Allied Workers, 466 against.

Zone 1 Rally at Portland

The zone 1 insurance commissioners are holding a meeting at the Eastland hotel, Portland, Me., Sept. 16-17.

Seek Modification of Rulings Taxing Matured Endowments

**Right to Withdraw
Involved, Conferences
with Bureau Planned**

WASHINGTON—Life companies are considerably concerned about two "letter rulings" given by the Internal Revenue Bureau. One of them is of limited application but the other, if it stands, would require policyholders to report as taxable income the difference between premiums paid and maturity value in the year of an endowment's maturity, if the insured has the right to withdraw the proceeds at any time after maturity. It doesn't matter that he has chosen to receive the proceeds as income under option.

Ruling on Connecticut Mutual Policy

The ruling was given in connection with a Connecticut Mutual policy. It is being studied by a committee of American Life Convention and Life Insurance Assn. and efforts will be made to get the ruling rescinded. If that is not possible, it may at least be possible to get the ruling modified or clarified so that if there are restrictions on withdrawals, for example a limitation to once a year or a limitation on the amount that can be withdrawn, the maturity then will not be regarded as constructive receipt of the money. The bureau indicated in its letter that if there were substantial restrictions on the right to withdraw, it might eliminate the question of constructive receipt.

The other case involves a Jefferson Standard policy but is limited to a situation where the insured exchanges his maturing endowment policy for a lower-premium contract and receives cash to boot. The point at issue is that he had a right under the policy to do this, and hence the company contends that he was merely exercising an option under the policy.

The company is trying to get the bureau to change the ruling and a conference with bureau officials is scheduled soon. Life Insurance Assn. and American Life Convention are watching the progress of the case with interest. If the conferences do not result in rescinding the ruling, there will then be the question whether the matter might be litigated.

Application to Cash Values

In addition to maturing endowments, the ruling would presumably apply to cash values of any type of policy in the year the insured elected to convert his values to income under an option. However, the ruling doesn't apply to the annuity option.

The ruling was something of a surprise in view of contrary court decisions that seemed to assure tax-free status for proceeds being paid to insured under any but the interest option, even though he had the right to withdraw the entire amount.

Proceeds held under the interest option and subject to withdrawal are considered as income received at maturity and the recent letter ruling is regarded as an effort to use this taxability under the interest option as the basis for making proceeds subject to tax even

(CONTINUED ON PAGE 14)

367 Complete Academic Requirements for C.L.U.

C.L.U. examinations were taken this year by 2,539 persons at 137 regional centers at U. S. colleges and universities, in Hawaii, and at special military centers. This year 24 persons participated in the grading, most of which was done at Philadelphia. The passing ratio for all examinations written was 69.2%, the highest since 1942.

C.L.U. examinations continue to be taken on the installment plan, and there is evidence that the plan of taking one examination per year is becoming more popular. Only 20 persons took the entire series of five examinations this year, while 1,885 took one examination only.

There were 453 candidates who would have completed the series if they had passed all the examinations taken. Actually, 367 persons did complete the series and they join the ranks of the 4,419 who completed in previous years. This total, plus an approximate 6,100 persons who have credit for one or more examinations, indicates that close to 11,000 agents have demonstrated their knowledge and capacity in C.L.U. study.

Conferment at Atlantic City

Credentials of the 367 candidates who completed the examinations this year, and whose names follow, will be reviewed to determine if the experience requirements for the particular diploma the candidate is seeking have been met. Announcement of those who are to receive diplomas will be made Sept. 1.

Conferment exercises of the American College will be held at Atlantic City on Sept. 10, at a joint dinner meeting of the College and the American Society of C.L.U.

Dr. Robert L. Johnson, one of the founders of Time magazine, president of Temple University, will speak at the conferment dinner on "Sound Public Relations Spring from Sound Personal Relations." Another highlight is recognition of the 25th anniversary of the American College. Special honor will be paid to the "first class of C.L.U.s," those persons who began C.L.U. studies under Dr. Huebner in 1927 and completed their examinations in 1928.

Names, locations and affiliations of the 367 candidates who successfully passed the five examinations follow:

Alabama—Anniston: Robinson, Charles C., Equitable Society; Birmingham: Pittman, John C., New England Mutual; Gadsden: Fox, Jack, Metropolitan.

Arkansas—Fayetteville: Guinn, William A., University of Ark.

California—Daly City: Nash, Thomas, Metropolitan; Danville: Osborn, Grant M., University of Pa.; Glendale: Chereke, Charles, Metropolitan; Hollywood: Deichmann, Fred A., Equitable Society; Los Angeles: Bogue, Bruce, Mutual Benefit; Gibbs, Charles R., Mutual Benefit; Leventhal, Charles, Metropolitan; Martin, John R., New England Mutual; Mullin, Warren, Penn Mutual; Redding, James F., Northwestern Mutual; Rosemark, Edward M., Union Central; Schwager, Charles F., Equitable Society; Steinberg, Lena, Equitable Society; Oakland: Tompkins, Arthur W., Jr., State Farm Life; Pomona: Muter, John E., Metropolitan; Riverside: Thompson, Lawrence, Equitable Society; Sacramento: Bronner, Frank L., Jr., New York Life; Scotland: Kenneth G., Penn Mutual; Sims, William A., New York Life; San Diego: Dickman, Avrom I., Equitable Society; Karlots, Paul C., Provident Mutual; Nunn, William, Jr., Minnesota Mutual; Wilson, Richard, New York Life; San Francisco: Eilla, William R., Equitable Society; Humber, Herbert W., Mutual Benefit; Lowe, J. Kevin, Metropolitan; Porter, Albert L., Equitable Society; Stewart, Paul P., Phoenix Mutual; Wilson, Donald L., State Farm Life; Vaughan, John T., Metropolitan; San Gabriel: Mechem, Gerald E., Metropolitan; Wilson, William R., Prudential; San Jose: Hanson, Dale W., New York Life.

Colorado—Denver: Broun, Donald, Capitol Life; Greeley: LeCuyer, Jack A., Mutual Life.

Connecticut—Hartford: Boulton, Richard N., Phoenix Mutual; Coffin, C. Carlton, Jr., Connecticut Mutual; Harding, Dale W., Connecticut General; Karpman, Charles, Prudential; Lauder, William E., Jr., Phoenix Mutual; Smith, Donald S., Jr., Connecticut General; New Haven: Flynn, Robert A., Connecticut Mutual; Levenberg, Samuel, Bankers National;

Partridge, Ralph E., Phoenix Mutual; West Hartford: Beck, Lester F., Connecticut General.

District of Columbia—Washington: Crockett, Roderick M., Jr., Phoenix Mutual; Doswell, Menard, Lincoln National; Gearhart, Charles C., New York Life; Grayson, Louis J., Travelers; Hurd, Louis C., Phoenix Mutual; Jaffe, George G., Franklin; Klise, Russell W., Lincoln National; Richards, Raymond J., John Hancock Mutual; Ridgeway, Erwin T., Jr., New York Life; Roesser, Eugene F., Lincoln National; Seybert, Harry D., John Hancock Mutual; Smith, C. Carney, Mutual Benefit; Spencer, Truman E., Lincoln National; Suter, Charles F., Berkshire Life; Walker, Howard A., Jr., Travelers; Wyland, George G., Acacia Mutual.

Florida—Jacksonville: Huffman, Truman M., Mutual Benefit; Miller, Marvin D., Gulf Life; Miami: Lewallen, J. Ervin, Mutual Benefit; Tampa: Johnson, H. Willard, Prudential; Noble, William D., Prudential.

Idaho—Pocatello: Moberly, Elmer E., Equitable Society; Nunn, Edwin J., New York Life.

Illinois—Bloomington: Allen, Arthur H., State Farm Life; Freese, Donald M., Travelers; Hanback, R. R., State Farm Life; Hunsaker, Kenneth R., State Farm Life; Chicago: Dreyfus, Sanger A., Metropolitan; Fuller, Charles, Connecticut Mutual; Green, Paul C., Continental Assurance; Kaplan, Allan H., Equitable Society; Lewis, Leo, Metropolitan; Little, Oliver F., Home Life; Manzelmann, James, North American Accident; Faddock, George A., Jr., Continental Assurance; Rose, George A., Jr., Continental Assurance; Rose, George F., Prudential; Stewart, Donald A., Fidelity Mutual; Tibensky, Leo T., Northwestern Mutual; Treanor, James R., Travelers; Decatur: Scott, Ray M., State Farm Life; Macomb: Blines, Charles, Jr., Country Life; Mattoon: Aikman, Eugene J., Prudential; Peoria: Terhune, Louis S., John Hancock Mutual; Springfield: Thompson, Howard A., New York Life.

Indiana—Fort Wayne: Shackleton, Allan K., Lincoln National; Grabbill, Bollinger, John C., Brotherhood Mutual. In-

(CONTINUED FROM PAGE 16)

September National Advertising Listed

Following is the national advertising which life companies have scheduled for September issues of the publications listed. Where no date is indicated the publication is a monthly magazine.

Business Men's Assurance—Ladies' Home Journal.

Connecticut General—Harvard Business Review, Sept. 1; Newsweek, Sept. 15; Wall Street Journal, Sept. 1, 22.

John Hancock—Life, Sept. 22; Newsweek, Sept. 1, 29; Saturday Evening Post, Sept. 13; U. S. News & World Report, Sept. 28.

Lincoln National—Saturday Evening Post, Sept. 13.

Massachusetts Mutual—Saturday Evening Post, Sept. 27.

Metropolitan Life—American Magazine, Cosmopolitan; Forbes, Sept. 1; Good Housekeeping, Ladies' Home Journal, McCall's, National Geographic, Newsweek, Sept. 1; Woman's Home Companion.

Mutual Benefit Life—Saturday Evening Post, Sept. 13; Scholastic, Sept. 17, 24.

Mutual of New York—American Magazine; Collier's, Sept. 20; Life, Sept. 8; Newsweek, Sept. 22; Sunset; Time, Sept. 15.

National of Vermont—American Magazine, Fortune; New Yorker, Sept. 27; Saturday Evening Post, Sept. 13.

New England Mutual—Business Week, Sept. 12; Newsweek, Sept. 22; Saturday Evening Post, Sept. 20; Time, Sept. 29; Wall Street Journal, Sept. 9.

New York Life—Business Week, Sept. 13; Collier's, Sept. 6; Country Gentleman, September; Dun's Review, Fortune, Harvard Business Review, Ladies' Home Journal; Life, Sept. 22; Newsweek, Sept. 8; Saturday Evening Post, Sept. 6; Successful Farming; Time, Sept. 15; U. S. News & World Report, Sept. 19; Ohio State College Alumnus, Purdue Alumnus, University of Washington Alumnus, Vanderbilt Alumnus.

Northwestern Mutual—Newsweek, Sept. 22; Time, Sept. 8; U. S. News & World Report, Sept. 26.

Phoenix Mutual—Better Homes & Gardens, Coronet; Life, Sept. 22.

Prudential—Independent Newspaper Supplements, Sept. 7; Newsweek, Sept. 15; Parade, Sept. 7; Saturday Evening Post, Sept. 6; This Week, Sept. 7; Time, Sept. 15.

Confer with Bar Assn. Leader on Reed-Keogh Bill

NEW YORK — Representatives of National Assn. of Life Underwriters and Life Insurance Assn. of America met Wednesday with George Roberts of New York City, chairman of the American Bar Assn.'s special committee on retirement benefits for lawyers to discuss the Reed-Keogh bill. The bill is designed to give lawyers and other self-employed professional persons the right to set up retirement plans that would have income-tax advantages similar to approved pension plans for employees.

Last May the N.A.L.U., L.I.A. and American Life Convention filed statements with the House ways and means committee commenting on the Reed-Keogh bill. The attitude of all three organizations was that the bill contains a number of questionable features and pledged their cooperation in further exploration.

What the Bill Provides

The bill would permit persons, primarily in the self-employed class, to exclude from gross income annually amounts paid into what are called "restricted retirement funds" to the extent that such amounts do not exceed the less of \$7,500 or 10% of earned net income and instead to pay income taxes on distributions received from these restricted retirement funds after reaching retirement age 60.

The bill would apparently permit these funds to be set up only by professional, business, trade, labor, or similar organizations.

The joint A.L.C.-L.I.A. memorandum pointed out that the tax advantage offered is limited to plans set up by certain associations and that if adopted the 10% exclusion should be made readily available to all taxpayers who earn personal income; that the bill requires the employer contributions to a section 165(a) pension plan to be subtracted from the 10% exclusion, a procedure that seems unworkable because in many situations these contributions are not on an individual basis and moreover it is doubtful if equity would be preserved under a system which would deduct non-vested employer contributions from the allowable 10%.

Would Foster Terminations

The memorandum also pointed out that the legislation, as drafted, would encourage the dropping of existing insurance and pension programs to gain the tax advantage offered, that the bills limit the restricted retirement fund to a bank trust, and employ contributions to existing pension plans would not qualify as excludable income.

All three organizations have indicated an appreciation of the disadvantage under which individuals who are not employees of corporations with retirement plans are operating under present tax laws. These people are finding it increasingly difficult to provide for their retirement.

L.O.M.A. Institute Graduates Record Number in 1952 Class

A total of 4,927 students representing 284 life companies or organizations wrote 8,987 examinations of Life Office Management Assn. Institute last May. The totals are all new records. Seventy-two qualified by completing the institute's fellowship course and 156 completed the associateship examinations. Completing the first four examinations were 806 students who earned certificates.

With this year's totals, L.O.M.A. Institute has awarded 410 fellowship diplomas, 1,550 associateship diplomas and 6,833 certificates. Each L.O.M.A. exam is passed with a grade of 70% or better, a grade reached by 67.4% of the approximately 9,000 papers written.

The COMMONWEALTH Commentary

Expanded Operations

Commonwealth announces the opening of four new Industrial District Offices:

Elkhart, Indiana
Johnson City, Tennessee
St. Matthews, Kentucky
Winchester, Kentucky

Typically, all of these offices are headed by men who began their careers with Commonwealth as agents. Commonwealth offers expanding opportunities with its expansion of operations.

INSURANCE IN FORCE, July 1 — \$572,632,005



COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

Decision Gives Hope of Lower Tax on Renewal Commissions

Tax Court Holding in Hobart & Oates Case May Be Milestone

While it may be of limited application and at this stage is at best a first-round victory, the recent tax court decision permitting a life company to substitute a level payment plan of paying renewal commissions, rather than paying them as the premiums come in, has given companies and agents hope for eventual income-tax treatment of renewals that will avoid subjecting them to high-bracket tax rates during the early years following the recipient's retirement.

The commissioner has until Sept. 20 to decide whether to appeal and even if he doesn't appeal he can still refuse to acquiesce in the decision, which would in effect serve notice that he would try to upset such a plan another time when he thought he had a stronger case.

Involves Hobart & Oates Agency

The case involves the former Hobart & Oates agency of Northwestern Mutual at Chicago. Before they retired in 1944 Messrs. Hobart and Oates elected to take their renewal commissions at the rate of \$1,000 a month each for a period not to exceed 15 years, rather than accepting them as premiums were paid over the usual nine-year period. The tax court held that since they were on a cash, rather than an accrual basis they should not be taxed on their renewal income until it was actually received.

Assuming that the decision stands, it is not clear how widely it can be applied to other situations not involving precisely the same circumstances as those in the Northwestern Mutual's relationship with its field force. For example, how much effect would be given to the fact that the arrangement under which Hobart & Oates received their payments was not a special one for their benefit but was one that had been worked out over a period of more than a year in conferences between the company and its general agents' association and was available to others in the company?

Affects Question of Equity

Those familiar with tax decisions say that this matter of an arrangement being generally available would carry considerable weight as bearing on whether the plan would be regarded as equitable.

If the case is appealed by the government, the circuit court of appeals might indicate to what extent the conditions peculiar to the Northwestern Mutual arrangement were to be considered material in relying on the decision in appraising the tax status of similar arrangements adopted by other companies. Or the court might merely affirm the tax court decision without comment.

More and more companies have set up such arrangements and if there is finally a green light for the principle involved in the Northwestern Mutual case, there will undoubtedly be widespread use of it, not merely in insurance but in many other situations where the leveling-out procedure would give recipients a better tax break than receiving commissions as earned.

Apparently an essential factor in the Hobart & Oates case was that the general agents made their decision to accept the leveled-out commission plan

before the commissions in question were due them. If they had waited until after they had retired and the normal renewal payment plan had gone into effect, it would apparently have been impossible to change it so as to get a more advantageous tax status.

Kane Seeks Conference on Government Group Plan

WASHINGTON — Defense Department Insurance Director Kane is trying to arrange for a conference with agents and brokers the first week of September to consider problems presented in application of group coverage programs in connection with government contracts under the defense projects rating plan.

Such a meeting would be preliminary to the Sept. 11-12 meeting of the insurance advisory board, which is expected to take up this matter and the products liability problem with relation to defense airplane contracts.

Paul L. Field has been named agency assistant of the Harry H. Kail agency of Connecticut Mutual Life at Cleveland. He formerly was with National Life of Vermont.

Dread Disease Results Better Than Polio Cover Alone

Companies that are offering the so-called dread disease disability contract are much happier about the results than they are with the straight polio policy. For instance, one company finds its losses on the polio contract run nearly 70% whereas on the dread disease policy it is about 37%. About 80% of the business of this nature is written by this company on the combination dread disease plan, which demands a premium 66⅔% greater than that for the polio alone. The answer seems to be that there is an element of adverse selection in the straight polio coverage that is diluted when the coverage is gotten along with other so-called dread diseases.

Companies have had enough experience with the polio policy to find that a 15-day waiting period is highly important. Without a waiting period there is a very high incidence of loss right after the inception of policies.

July Life Sales Show 12% Gains, Up for 7 Months

Life insurance sales in the United States in July showed an increase of 12% over July of last year, according to L.I.A.M.A. The total in July was \$2,442,000,000 compared with \$2,183,000,000 last year.

Purchases of ordinary were \$1,679,000,000 up 14% over July a year ago. Industrial amounted to \$420 millions, the same as last year. New group amounted to \$343 millions in July, an increase of 18%. These represent new groups and do not include additions to contracts in force.

In the first seven months total life purchases were \$17,110,000,000, an increase of 8% over the first seven months of 1951. Ordinary accounted for \$11,482,000,000, an increase of 13%, industrial represented \$3,284,000,000, an increase of 4%, and new group amounted to \$2,344,000,000, a decline of 4%.

Pacific Mutual Life has appointed Robert G. Joseph mortgage loan representative at Sacramento.

AMERICA'S No. 1 PLAN

HOSPITALIZATION



The Best Costs Less

Your Business through Continental PAYS YOU

Full Commissions on First and Renewal Premiums for as long as you keep policies in force . . . no limit

GIVES YOU Local Claim Service and Handling Facilities

HELPS YOU Add more volume faster and serve all clients better

ASK FOR CONTRACT DETAILS TODAY

PAYS YOUR CLIENTS AND THEIR FAMILIES as much as \$1500

for Each Sickness or Accident when confined in ANY hospital . . . Plus up to \$300 Surgical Schedule

Not Limited as to number of disabilities covered in any one year

FREE Choice of Doctor and Service

CONTINENTAL CASUALTY COMPANY

General Office: Chicago
Established in 1897



Associated with
Continental Assurance Company
Transportation Insurance Company
310 South Michigan Avenue
Chicago 4, Illinois

ANNUAL C.L.U. INSTITUTE

Agents Need to Understand Non-Financial Problems of Retirement, Says Sociologist

There is a lot more to the matter of retirement than having money enough to live on and life agents can advise their clients more intelligently if they know about some of these other considerations, said Dr. Walter C. McKain, Jr., associate professor of rural sociology University of Connecticut, who addressed the final session of the university's C.L.U. Institute at Storrs.

Even to the man who has ample financial resources and the ability to readjust himself to changed conditions, retirement presents a severe change, said Dr. McKain. A man's job takes nearly one-third of his waking hours. In addition, a considerable share of his time is devoted to job-related activities.

Job Becomes Part of Him

The result is that not only does a man become part of the company he works for but the company becomes a part of him and when the separation is made it is almost as if he were losing an arm or a leg.

Not only does a job provide a man with a living but it fills other important roles in his life. It identifies him. A banker is known as a banker because that is the main thing about him in the minds of most people. Likewise, his job determines his status or rank in the community. It also determines his role or sphere of usefulness in society.

A man's job to a large extent determines who his friends and associates will be. The job provides these opportunities and when the job is gone the opportunity goes with it. The job affords a wide variety of experiences, many of them enjoyable and stimulating. It provides something larger than

the man himself which he can add to himself and when he loses the job he loses part of himself.

When all these aspects are considered it can be understood how much a man loses when he gives up his job, said Dr. McKain.

"If people look upon the insurance man as a counselor, they may look to you for guidance in connection with retirement," he pointed out.

Dr. McKain quoted the famed psychologist, Dr. W. I. Thomas, on the four basic desires that govern human behavior and that if fulfilled produce an adjusted, happy person. These are the desires for security, for new experiences, for recognition, and for response.

While it is not by any means the only factor, the fear of not having enough to live on looms up among a big percentage of those who fear retirement. In spite of all the progress that has been made in setting up pension plans, the fact is that very few have any ground for believing they will have enough income for more than the bare necessities of life, said Dr. McKain.

SCOPE OF NEED

Actually there is a need for more than a mere subsistence, for people need to keep up the standard of living they have had in the past. Dr. McKain distinguished between "standard of living" and "level of living" by saying that the former is what the person would like and the latter is what he actually has. One's standard of living may be modest but if his level of living drops substan-

tially below it he feels lost even though his lowered level is considerably above the subsistence level.

The mere fact of having a certain income is a considerable factor in a person's security and to lose it bothers him considerably even though he still has enough to live on.

Still Want New Experiences

As for the desire for new experiences, Dr. McKain said that it is a misconception that this desire is lost as people grow older. Retirement is related to the desire for new experiences in two ways. People want new experiences and fear that retirement may interfere. Second, retirement itself is a new experience but tends to be feared.

As to the desire for recognition, everyone needs to be needed. Many people believe in hard work for its own sake and have an uneasy feeling that it is immoral for them to be idle.

"It is a case of 'Work for the Night Is Coming' as against 'Enjoy Yourself, It's Later Than You Think,'" said Dr. McKain.

Job Is Response Object

The desire for response may have almost anything as its source, such as a piece of music or a television set, but for most people the job is a source of pleasure and very often the response-object tends to be the company itself and thus becomes part of the employee's expanded personality.

All four of these desires that when fulfilled make for a well adjusted personality are severely disturbed when a man retires, Dr. McKain said. He said the situation is a responsibility that "all of us" have to face and is shared by the individual himself, the community, industry and the government.

CAN WIN KUDOS

Dr. McKain said that while the unions have been the big factors in pushing the pension idea, there is a big opportunity for management to win the regard of its employees by intelligent, constructive pre-retirement education programs and other activities designed to ease the shock of retirement and keep their former employees happy and well-adjusted even though separated from their jobs. Diagnostic service to make sure that the soon-to-retire employee is in good physical condition to enjoy his retirement is very important.

Individual Case Studies

On the psychological side, there should be individual case studies, which usually start about five years before the retirement date. The man's financial setup, his expected social security income and his use of leisure time are discussed. It may be that his life is too job-centered. He should begin developing his interests. In the final year the man may be called in for several consultations. Sometimes the seminar approach can be used, with a group of employees discussing retirement matters with a psychologist or a psychiatrist. Often this can be arranged in connection with a local or nearby college or university.

Dr. McKain told of a Connecticut manufacturer which has helped its retired employees form a club. These employees are encouraged to make the club their own project, the corporation giving very little help except in supplying a place to meet and in other but relatively minor ways. The club is run by the retired employees and gives them a sense of belonging to the company. The company's financial help assures that all who are eligible can belong without considering the cost.

Post-Retirement Contacts

Post-retirement contacts are important and they include use of game-rooms and work shops; news-letters, magazines, visits to the homes of retired employees, free lunch one day a week at the plant lunch-room, lifetime passes to

(CONTINUED ON PAGE 16)

**ARE YOU THIS MAN,
OR DO YOU KNOW HIM?**

In our editorial office in Chicago, we are going to employ two young men, 25 to 35, to edit news copy, rewrite material from correspondents, gather news items and cover conventions and meetings. Through these and kindred activities, we would expect the two men we will employ to become full-fledged editors in due course of time.

This advertisement is being published in the belief that some men in the sales side of life insurance who have found themselves unable to succeed as personal producers but who are certainly not "failures" will be interested in it; men who cannot write life insurance in sufficient volume but who have the capacity to write about it. Any applicant must have the ability to write clearly and readily.

If you are interested or know someone who might be, please call or write:

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FIDELITY MUTUAL
LIFE INSURANCE COMPANY
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PHILADELPHIA • PENNSYLVANIA



Five Continental Officers Named to U. S. Life Positions

Directors of United States Life have elected five executives of the Continental companies to official positions. Through sale of controlling stock interest, U. S. Life recently became associated with the Continental companies.

Roy Tuchbreiter, president of Continental Casualty, Continental Assurance and Transportation Ins. Co., was elected chairman. Howard C. Reeder, executive vice-president and director of Continental Assurance, was elected a director.

Raymond H. Belknap, vice-president and a director of Continental Assurance, was elected vice-president and a director of U. S. Life as well.

Armand Sommer, executive assistant vice-president of Continental Casualty's A. & H. department, was named vice-president.

J. F. Welch, former eastern executive agency supervisor for Continental Casualty's A. & H. division, was elected vice-president and will head U. S. Life's A. & H. operations. Mr. Welch entered the business in 1928 and joined Continental in 1937 as supervisor at New York City.

Messrs. Tuchbreiter, Reeder, Belknap and Sommer retain their Continental responsibilities at Chicago; Mr. Welch will office exclusively at New York with U. S. Life in the future.

U. S. Life will retain its identity and will continue to maintain head offices at 84 William street, New York City.

Lifting of Regulation X Is Expected in Washington

WASHINGTON — A lifting of regulation X dealing with real estate credit control is expected by some life insurance observers. It is not, however, for the purpose of encouraging housing construction but with a view to helping speculative builders, for example, unload some of their properties.

Such a lifting of the regulation would do away with the requirement of a minimum down cash payment in excess of 5% of the transaction price. The real estate market is reported soft in some part of the country.

The defense production act extension provides for lifting regulation X, beginning Oct. 1, if the seasonally adjusted basis of housing starts has fallen below an annual rate of 1,200,000 during three consecutive months.

The U. S. Department of Labor reports housing starts were at the annual rate of 1,063,000 in June and 1,088,000 in July.

The department said that if the seasonally adjusted annual rate continues to remain under 1,200,000 during August, federal controls cannot require minimum down payment of more than 5%.

Tops App-a-Week Record

Another claim has been made for the all-time App-a-Week Club record. J. J. Pawloski, Indianapolis Life agent at Chicago, has submitted at least one application a week to his company for 1,594 weeks. This puts Mr. Pawloski, who joined the company in 1914, in his 31st year in App-a-Week.

Another agent boasting a creditable consecutive weekly production record is D. L. Myrick, who represents Great Southern Life at Lake Charles, La. He has 863 consecutive weeks of production and for more than 14 consecutive years this production has exceeded \$5,000 per week. Since inception of the company's production club in 1936, Mr. Myrick has a paid business record of \$17,901,991 on 5,246 lives with an average production of \$1,278,714. For the first seven months of 1952 his paid for volume was \$1,154,389, for an average sale of \$6,397. None of this is group

or pension trust business and Mr. Myrick's persistency mark is 10% above the company average.

Last week, THE NATIONAL UNDERWRITER in a story about Ben Goldish, Northwestern National, Duluth, completing 1,500 weeks of continuous App-a-Week Club membership, wondered if that were a record for the entire business.

To Hold N. Y. Parley on Individual A. & H. Aug. 28

NEW YORK—An industry committee will confer Aug. 28 in New York with Deputy Superintendent J. F. Murphy on individual A. & H. business. Purpose of the conference is to discuss formalizing procedures adopted by the department from time to time for regulating rates, policies, etc., and to talk about minimum loss ratios in this field.

A new law, sec. 225 of the insurance law, becomes effective Sept. 1. This is a penalty section dealing with the filing of A. & H., life and annuity rates and forms. Group A. & H. has already been discussed.

Herman Roberts has been appointed assistant superintendent for Knights Life at Greensburg, Pa. He has been an agent for that company at Blairsville for 11 years.

OASI System Is "Nearly in Balance," SS Actuary Claims

WASHINGTON — Actuarial cost estimates for the OASI system as modified by the social security amendments of 1952 are presented in a pamphlet prepared for the House ways and means committee by Robert J. Myers, social security administration actuary and actuary to the committee.

In summary, it says that system as so modified has a cost, "on the basis of the continuation of 1951 wage levels and interest rates, slightly below the estimated cost of the 1950 act at the time it was enacted.

"In other words, the system as now amended is more nearly in actuarial balance, according to the estimates made, than were the 1950 amendments when they were considered by Congress."

Admitting that "in both instances the system is shown to be not quite self-supporting under the intermediate estimate," the conclusion is that "there is very close to an exact balance, especially considering that a range of error is necessarily present in long-range actuarial cost estimates and that rounded tax rates are used in actual practice

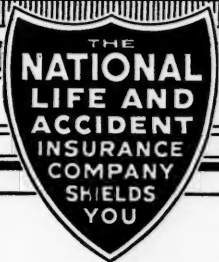
and hence an exact balance would not be possible even if exact future conditions were known."

Under the 1950 act contributions to the OASI trust fund in 1951 were \$3.3 billion, benefit payments \$1.8 billion, administrative expenses \$81 million, interest on fund \$417 million, while the fund at year-end totaled \$15.5 billion.

Under the intermediate cost estimate, the report gives the following figures for the trust fund: Contributions increasing from \$3.7 billion this year to \$10.7 in the year 2000, benefit payments from \$2.2 billion to \$13.2 billion, administrative expenses from \$88 million to \$288 million, interest on fund from \$366 million to \$2.3 billion, and the fund itself growing from \$17.3 billion this year to \$106.3 billion by A.D. 2000.

Aetna Move at Milwaukee

The Aetna Life companies have opened new and enlarged quarters in the Enterprise building at Milwaukee, after being in the First Wisconsin National Bank building for many years. Housed in the new offices are Aetna Life, Kasche & Kasche, general agents, and W. A. Van Dyck, manager group department; Aetna Casualty, A. L. Wortmann, manager; Automobile and Standard Fire, L. A. Seiler, fire state agent, and S. R. Due, marine state agent.



THE PEOPLE'S CHOICE

First choice of millions of Americans who desire invincible security in the future is Life insurance, — the only plan which can adjust the economic injustice of death too soon or life "too long".

We are proud that more than three billion dollars of this *sure* security is represented by the outstanding policies issued by this Company.

The NATIONAL LIFE and ACCIDENT Insurance Company

INCORPORATED

Home Office: NASHVILLE, TENNESSEE

New L.L.A.M.A. Manual Helps Managers Analyze Agent Performance

Supervision Through Records, a new booklet which illustrates how the manager can direct his supervisory activity by maintaining records of his agents' progress, has been published by L.L.A.M.A. The book presents 12 field-tested record forms and explains their use. Each is photographed and its use

described in detail.

Included are: a chart for analyzing the performance of each man in the agency; a bar graph of agency strengths and weaknesses; an agent's diagnosis chart in which he scores himself on his habits and skills; an agent's progress chart; a weekly survey of prospecting and selling activity; a quarterly supervision check list; a weekly sales comparison sheet; an analysis of the agent's work; a scoring chart for sales demonstrations; a guide for coaching on the

job; a coaching on the job report, and a supervision activity record.

The booklet also contains an analysis of the cumulative weekly records of 926 agents who attended the Purdue Marketing Institute during 1945-1951. Compiled by Brice F. McEuen, senior consultant, the new management book has been sent to member companies and to Manager's Handbook subscribers.

Lobby Registration Reports Are Released

WASHINGTON—Quarterly reports to Congress under the lobby registration act for the second calendar quarter of 1952, as summarized and published in a "posthumous" edition of the Congressional Record, contain a number of items touching insurance organizations, personalities, in connection with legislation, etc.

American Life Convention reported receipts of \$3,894, in round figures, and expenditures \$7,740, including compensation paid, office overhead, telephone and telegraph, travel, food, lodging, entertainment, for the quarter. Robert L. Hogg receipts \$2,500, expenditures \$442.

Life Insurance Assn. of America receipts \$6,451, expended same amount. Bruce E. Shepherd received \$110 from L.I.A. Ralph J. McNair, L.I.A. employee, received \$287, spent \$14.56 the quarter. Eugene M. Thore, L.I.A. general counsel, receipts \$2,750, spent \$159, Albert Pike, expenses \$52.50.

Blue Cross Commission reported expenditure of \$1,150 for wages, salaries, etc., \$235 "other expenditures" and \$1,385 paid Benjamin H. Long, Detroit, fees and expenses, in connection with its activities regarding war damage legislation.

Committee for the Nation's Health, in connection with health insurance and related legislation, reported \$20,382 receipts, expenditures of \$14,404 for the quarter. Dr. F. E. Robin of that organization reported \$2,243 received, \$56 spent.

American Medical Assn. receipts \$110,000 expenditures \$38,281. AMA campaign against compulsory health insurance receipts \$19,533, expenses same, including \$8,049 to Medical Mailing Service, Chicago.

Life Insurance Policyholders Protective Assn. receipts \$10,331, expenses \$14,173. Robert E. Smith of that organization reported \$900 received and \$1,042 expended.

Lucas & Thomas received \$1,250 as consultant tax counsel from Acacia Mutual.

Prudential expenditures \$4,232. Sylvester C. Smith reported for Prudential also, but gave no figures. Milo J. Worner spent \$732, receipts \$3,500.

Yale Coach Is Life Agent

Jordan Olivar, the new acting head football coach of Yale University, is a life insurance agent, representing Mutual Life at Los Angeles.

Formerly head coach at Loyola of Los Angeles, Mr. Olivar was named assistant coach at Yale last spring. He played for Villanova as a tackle.

Mr. Olivar termed his new job an interim position since he does not intend to give up his life insurance career.

Bartsch Makes Move

Poulsen General Insurance Agency Corp. has been organized at Chicago with headquarters at 69 West Washington street. Frank J. Bartsch is the vice-president and general manager and associated with him is J. George Dillon. Mr. Bartsch was formerly chief deputy of the Illinois insurance department. This new agency will concentrate on general insurance but it will also serve as agent for Prudential.

The Poulsen interests are headed by George H. Poulsen of Toledo. Mr. Poulsen has offices in Indiana, Illinois, Wisconsin, Iowa and South Dakota as well as Ohio and handles extensive medical, surgical and disability group covers,

his market mainly being the Loyalty group.

Mr. Dillon had been in charge of those group operations in Chicago. He has been with Mr. Poulsen about 10 years, having started with him at South Bend, Ind.

Mr. Bartsch has been in the insurance business since 1919 and was with the Illinois department nearly 25 years when he resigned last November. For a number of years he was in charge of the liquidation office of the Illinois insurance department.

Educators Hear Johnson

Holgar J. Johnson, president of the Institute of Life Insurance, told of the multiple role of life insurance in the economic pattern as well as in the social life of the United States, in addressing a luncheon of International Society for Business Education at New York.

600 at Life & Casualty Outing

More than 600 home office employees and agents from middle Tennessee of Life & Casualty, and their families, took part in the annual company picnic at Richland Golf Club. Harry E. Nelson, director of sales promotion, was in charge of arrangements.

BUILT UPON A SOLID FOUNDATION



Our 238 Junior and Senior Dynamo Club Members averaged over \$350,000 of Ordinary Life business during 1951

WE HAVE: Here's The Reason

- A. A WELL-TRAINED SALES ORGANIZATION
- B. ARMED WITH EXCELLENT SALES TOOLS and HIGHLY COMPETITIVE SALES MERCHANDISE
- C. A LIBERAL COMPENSATION PLAN . . . INCLUDES

- 1. Free Hospitalization
- 2. Group Insurance up to \$6,000
- 3. A Non-Contributory Pension Plan
- 4. Disability Benefits

Four Decades of Progress (1912-1952)

- 1. An all time high in new sales, \$116,000,000 in 1951 (Includes re-instatements and revivals)
- 2. Half a billion dollars of insurance in force
- 3. Complete mutualization
- 4. The completion and occupancy of our new \$3,000,000 Home Office building.

The progress of Pan-American Life Insurance Company is measured by the ability and success of its agency organization.

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

KENNETH D. HAMER
Vice-President & Agency Director



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THE GREATEST FORWARD STEP IN COMPENSATING AGENTS

The Automatic Increasing Remunerator Contract, purely incentive, gives the Agent

IMMEDIATELY

- Basic Raise, commission rate at 20% more than customary commission contracts.

PLUS

- Automatic additional increases of 8% — 16% — 24% in First Year Commission rate — payable automatically first of each month.

TOGETHER WITH

- Persistency Bonus, payable every three months
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Agents can even DOUBLE their income for good production.

With the A.I.R. Commission Contract and Outstanding Policies, we challenge comparison. This unusual contract available in Illinois, Michigan, and Missouri. Write today in confidence for full details.

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G. C. French,
President

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Bringing More Commissions to Life Producers



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It Says -- Good Producers will
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DIRECT CONTRACT opportunities in Indiana, Ohio, Iowa, Kentucky, Missouri, Arkansas and Mississippi. A complete line of:

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Your reply held confidential. Write to:
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★ You Can Grow in OHIO

Here's the opportunity you've dreamed of—a chance to start your own state-wide general agency. We'll back you up, help you grow with America's finest low-cost hospital, surgical-medical, A. & H., and life plans, monthly and ordinary. No capital required—just plenty of ambition and ability. Write C. Alvin Kabaner, president, Pennsylvania Life, Health & Accident Insurance Co., Philadelphia 5, Pa.

Alle Up

NEW agency formed Harry C. an outst total vo exceeded 65 other total of \$10,267,0 annuity credits. The a of bro though about 40 The offi ness insu annuity latter so Both Allen ar with the days, fir recently, as assoc mer Gar

Three Name

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Equita

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More TI by Insu

Institute show that 3,250,000 insured p These pla since 1946 which will amounts t nually.

Allen-Pratt Racks Up Big First Year

NEW YORK — The Allen-Pratt agency of John Hancock, which was formed at the time of the retirement of Harry Gardiner as general agent, had an outstandingly successful first year, its total volume for the 12 months being exceeded only by one of the Hancock's 65 other general agencies. The first-year total of \$60,623,435 was made up of \$10,267,074 of ordinary, \$4,827,672 of annuity credits, and \$45,528,689 of group credits.

The agency does a substantial volume of brokerage and surplus business, though the full time staff accounted for about 40% of the ordinary production. The office also does considerable business insurance and pension business, the annuity credits being largely from the latter source.

Both the general agents, Edwin J. Allen and Harold G. Pratt, have been with the Hancock since their college days, first at the home office and more recently, after successive advancements, as associate general agents in the former Gardiner agency.

Three New Executives Named by Reserve Life

E. H. Barry has been elected to the newly created office of executive vice-president of Reserve Life of Dallas. Gustave E. Gadness has been named vice-president and director of life agencies and John P. Walker, Jr., vice-president and administrator of the life insurance division.

Mr. Barry is a graduate of Dallas School of Law and has served as an executive and director of Reserve Life since its organization. He has been secretary and will continue in that office.

Mr. Gadness entered life insurance as a personal producer immediately after leaving Michigan State College. After four years he joined Continental Assurance as field supervisor, later becoming assistant superintendent of agencies and then mid-western agency field director. He is a graduate of the L.I.A.M.A. management school.

Mr. Walker has been in life insurance in Texas for 29 years. Before joining Reserve Life, he was vice-president and secretary and a director of Southland Life. He has been a director of Insurance Accounting & Statistical Assn. and active in Bureau of A. & H. Underwriters, Life Office Management Assn., Texas Life Convention and American Life Convention.

Equitable Men Advanced

Frank A. Bonauto has been appointed an assistant consultant in the agency special service division of Equitable Society. He has been with the company since 1946, serving in the group annuity and group insurance actuarial bureaus. Last year he was named senior supervisor. He is a graduate of Fordham and an army veteran.

Several promotions have been announced in the policy issue and service department, Thomas D. Blair, becoming associate manager; Walter F. Cornwell and Daniel V. Duff, assistant managers; Harry F. Nees and Lloyd M. Sayre, associate superintendents; Francis X. Corboy, Carl V. Larson and F. Clark Martin, assistant superintendents. All of them have been connected with that department for many years.

More Than 3,250,000 Covered by Insured Pension Plans

Institute of Life Insurance surveys show that there are now more than 3,250,000 workers covered by 12,260 insured pension plans in the U. S. These plans have largely been installed since 1940. The retirement income which will be provided by these plans amounts to at least \$1,125,000,000 annually.

There has been more than \$6 billion paid in to these plans. The rate of payment is just over \$1 billion annually and the funds are growing at a rate of about \$200 million a year. There were 1,530 pension plans in 1940 covering 695,000 workers.

Two-Thirds Group Annuities

About two-thirds of the present plans are under group annuity contracts and there were 2,720 of these contracts in force covering 2,065,000 workers with an average group of 750 persons.

The greater number of the plans are individual policy pension trusts. There are 7,800 such plans covering 535,000 workers, averaging 70 persons per plan.

The institute study showed that the comparatively new deposit administration arrangement accounts for 310 groups, averaging more than 1,500 each, representing a total of 470,000 persons.

There are an additional 190,000 covered under 1,430 insured plans of other types.

National Guardian Life has elected as new directors George H. Johnson, president of Gisholt Machine Co.; Franklin A. Van Sant, Madison general agent, and Carl Glocke, president Union National Bank of Eau Claire, Wis.

Equitable Society Triples Ratio of Big Cases Since '40

NEW YORK — Equitable Society's annual analysis of its new ordinary business reflects the continued trend toward larger average policies, 25% of the policies paid for being for more than \$5,000 as against 23.5% in 1950 and 20.2% in 1949. In 1940 only 7.8% were for more than \$5,000.

Policies in the \$1,000-2,500 range accounted for 15.7% of paid for policies; \$2,500-5,000 for 32.2%; \$5,000-10,000, 18.3%; \$10,000-25,000, 5.8%; more than \$25,000, .9 of 1%.

Smaller Substandard Percentage

The proportion of policies paid for at substandard rates dropped from 7½% in 1950 to 6.9% in 1951 because of the general underwriting revisions introduced in the latter part of 1951.

The current non-medical rules, revised in 1949, produced the same proportion of the total amount of business (24%) as in 1950, the first full year of operation under the new rules.

By number of policies, there were

slight increases in non-medical. Salary savings non-medical rose from 6% to 8% of the policies paid for in 1951 and general non-medical from 44% to 45%. Salary savings non-medical was 7% by number of policies in 1949 and general non-medical was 34%.

Loss in Military Age Range

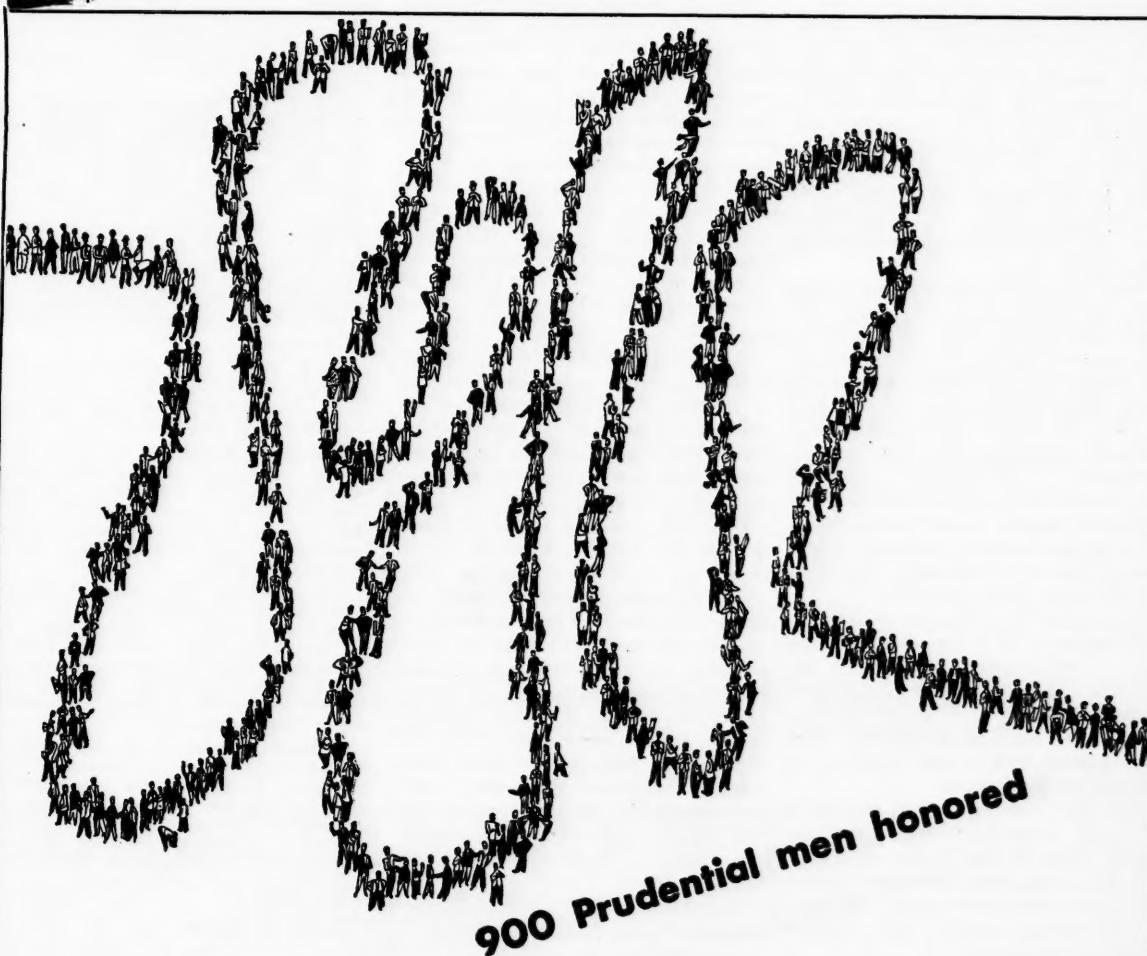
Increasing inductions into the armed forces caused a reduction in the percentage of new policyholders in the military age group, the balance being provided by percentage increases in older groups and juveniles to age 9.

Partly as a result of the increasing popularity of Equitable's assured home ownership plan, with its monthly premiums, the proportion of paid for business on an annual premium basis has tended to decline for several years. The ratio of annual premium business has dropped from 43% of the paid for new policies in 1948 to 39% in 1951.

Hartford A. & H. Assn. Elects

John H. Thompson, Loyal Protective Life, has been elected president of Hartford Assn. of A. & H. Underwriters.

John O. Bogardus, Paul Revere Life, is the new vice-president, and George J. Richards, Monarch Life, secretary.



900 Prudential men honored

In Recognition

of quality life underwriting service to the public as evidenced by an excellent record of maintaining in force and extending the benefits of life insurance —

900 PRUDENTIAL REPRESENTATIVES WILL RECEIVE THE NATIONAL QUALITY AWARD THIS YEAR.



THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

A mutual life insurance company

Home Office:

Newark, New Jersey

EDITORIAL COMMENT

Partial Cure for Clerical-Help Scarcity

In these times of high-priced, hard-to-get, and sometimes lackadaisical clerical help it is not surprising that insurance companies are making strenuous efforts to increase the use of mechanized office aids. Wonderful things are expected of the new "magic brain" electronic computers when the government's requirements taper off sufficiently so that civilian enterprises can purchase some of these marvels.

In the meantime, there is a readily available and fairly simple way of bypassing a substantial part of the need for stenographers and dictating-machine operators. This is simply to do what some experimenters have already found to be entirely practicable, which is to dictate messages on the modern flexible-type records and mail the record itself rather than having someone transcribe it and mailing the resulting letter or memorandum.

Naturally, such audio-letters can be sent only to recipients who have the same type of dictating equipment but for organizations like insurance companies in which many intra-office and inter-office memorandums circulate the idea should find widespread application even though comparatively few correspondents outside the organization have the proper type of mechanism to share in the plan.

However, as the possibilities of using dictating equipment become more generally appreciated there will be more and more persons with whom it will be possible to communicate by records.

Of course, any idea as novel as this is to most people would arouse considerable misgivings about its possible deficiencies. Certainly, for all its time- and money-saving features and the other collateral benefits, some readjustments in technique would be necessary and a recognition of the method's limitations as well as its potentialities.

Among the more obvious reasons for dubiousness are: What about "carbon copies" for record-keeping or for information of others besides the main recipient? And what about the time it takes to listen to a recorded letter as compared with a rapid reading of a written communication?

The first objection would admittedly apply in some situations but we have found through our own experience, though it has been somewhat limited, that there are surprisingly few times when keeping a duplicate for reference is of any importance.

Many insurance men use the local or long distance telephone call for matters of importance but seldom do they feel

it necessary to record the conversation either by machine or stenographer. At the most, a few penciled notes suffice and most of the time neither party to the conversation makes any notes at all.

As for making duplicates to send to others beside the recipient, usually this can be done by his sending the record on to whoever is supposed to get it next. The slight delay is not usually important.

If for some communications it is felt that a written record is desirable it is still possible to effect quite a saving in time and smooth out the peak loads on stenographic facilities by letting the recipient have the transcription made after he has listened to the record. Or he can send the record back for transcribing. This procedure would permit the transcribing to be done during slack periods.

Another method would be to have a second dictating machine hooked up in tandem so that the two records would be made at the same time. The extra machine could be in a central location where it would serve several dictators, being hooked up only for such dictation as required a record for filing. It would even be possible to re-record a dictated record in a small fraction of the time it took to dictate it because the play-back and re-recording could be done with the records revolving at much higher speed than in the original recording.

As for the fact that the recipient of a recorded letter must listen through to the bitter end and cannot just run his eye over the type and then concentrate on the vital portions, experience shows that this wastes far less time than might be thought.

It is not necessary to sit entranced with an ear cocked like the fox terrier in the Victor Talking Machine trademark. The recipient starts the record going but while it is playing he can be opening his mail, organizing his work, counting his money, or doing any other routine task not requiring so much concentration that he is entirely oblivious to the voice coming out of the box. If he finds he has not quite caught something he can shove the needle back a few notches and the voice on the disk will repeat, with no evidence whatever of irritation at not being understood the first time.

For the same reason that a man will converse fluently over the telephone or face-to-face and yet struggle and revise when trying to put across the same thoughts in dictating a letter or memorandum, the awareness that a record

is going to be listened to rather than be transferred to the typewritten page makes for a more natural, easier and above all briefer style of communication. For example, if the writer is offering a criticism he doesn't need to go into a lot of detail to explain that there are no hard feelings, etc. The tone and inflection of his voice convey his friendly attitude when his words are heard, even though they might sound cold and distant when read.

In fact, one of the first things that have to be learned in using records as letters or memorandums is to speak in a conversational, natural way, just as if the person addressed were actually there. Obviously, the letter should not sound as if it were being dictated to a stenographer for transcribing. At first, there is some tendency to rattle along in a monotone, like one ham radio operator talking over his radio telephone to another addict.

One of the most successful uses, and one which we briefly reported some time ago, is the correspondence that Charles E. Cleeton, president of National Assn. of Life Underwriters, and B. N. Woodson, managing director of N.A.L.U., carry on between Los An-

geles and New York, respectively. It promotes speed, because it is not necessary to wait for a record to be transcribed and materially reduces the load on the stenographic department. Incidentally, Messrs. Cleeton and Woodson think so highly of this system that N.A.L.U. headquarters keeps a Gray Audograph on hand, as that is the make Cleeton uses, even though the rest of N.A.L.U. equipment consists of Dictaphones.

Perhaps the best test of when to use a system—assuming you and the person you are writing to have the same kind of machines—is to ask yourself, "If a long distance call cost no more than a letter, would I telephone or write a letter about this?"

Changes of this sort come slowly, but it may well be that the acute shortage of secretarial and stenographic help may accelerate the use of dictating equipment, resulting in greater efficiency, saving of time, and a more direct and personal type of communication excelled only by the telephone. The change may seem radical, but actually it is much less so than the now widely accepted idea of dictating to a phonograph instead of a stenographer.

PERSONAL SIDE OF THE BUSINESS

Vivien Kellems, Connecticut manufacturer who aspires to be Republican nominee for the U. S. Senate in Connecticut, spoke on television Aug. 12, mentioning a life insurance policy as an example that made all kinds of promises in the big type and took it all away in the small type. And Vivien wants to be the Republican nominee for Senate in Connecticut!

Joe B. Hunt, for 10 years assistant actuary of the Oklahoma insurance board, has been nominated by the Democrats for presidential elector.

Kenneth W. Cring, vice-president and agency director of Pacific National Life, has been appointed a trustee of the Utah Public Employees Retirement System by Gov. Lee and will assist in the liquidation of that organization in favor of social security.

J. L. Batchler, vice-president and secretary of Kansas City Life, has been elected a director of Plaza Bank of Commerce of Kansas City. Mr. Batchler is immediate past president of Life Office Management Assn. and is a former president of the Insurance Accounting & Statistical Assn.

Anthony Sindoni, assistant manager of Metropolitan Life at Oswego, N. Y., has gone to Europe for two months with his brother. They will have an extensive visit with their 82-year-old mother at Messina. Anthony Sindoni was given a sendoff party by his Metropolitan Life staff and was presented a wrist watch.

James H. Eteson, controller of State Mutual Life, has an article to the August issue of the Controller on why individual controllers should take an interest in education for controllership. Mr. Eteson discusses qualifications for

entry into the controller's department and offers suggestions to those who are considering this work. He himself has taken an active part in teaching accounting courses and leading the move for educational development of controllers.

Dr. E. Howard P. Smith has resigned as superintendent of schools at Kent, O., and is going with Equitable Society. He has been in the education field 25 years.

George E. Johnson, vice-president of Teachers Insurance & Annuity, is a member of the panel that is to take up the subject of "Problems of the Maturing Work Force" Oct. 1 at New York during the personnel conference of American Management Assn.

Earl V. Reed, Equitable of Iowa general agent at Wichita, has been named general chairman of the annual fund drive of Quivira Boy Scout Council there.

J. L. Lawrence, San Antonio general agent of Lincoln National Life, is now at his home after an appendectomy.

Sam C. Pearson, III, is the new son of Sam C. Pearson, Jr., general agent for Northwestern Mutual Life at Kansas City, and the grandson of Sam C. Pearson, Sr., retired general agent there who is now active in personal production. Mr. Pearson, Sr., has been with the company 46 years.

Miller Is Senator's Aide

James L. Miller, until recently director of special studies division of Insurance R. & R. and author of several books on legal aspects of advanced underwriting, has been appointed administrative assistant to Senator Jenner of Indiana.

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION

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175 W. Jackson Blvd., Chicago 4, Ill.

CIRCULATION OFFICE:

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BOSTON 11, MASS.—210 Lincoln St., Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

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MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

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Howard J. Burridge, President.

Louis H. Martin, Vice-Pres. & Secretary.

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SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

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DEATHS

HARVEY M. CHESNEY, 50, Maryland insurance commissioner, died at Bel Air following an illness which confined him to his home since the early part of July. He became commissioner in May 1951. He had been especially active in the life insurance field, having been associated with the Harry Warren general agency of State Mutual at Baltimore since 1943. Since 1947 he had been district manager of State Mutual for Harford county and also operated a general insurance agency at Bel Air.

PERCE R. ROBINSON, 60, who had been with Metropolitan Life for 25 years, died at Wilkes-Barre, Pa. He was a past president of Wilkes-Barre Life Underwriters Assn.

EDWIN A. MURPHY, 72, who retired in 1945 after serving 23 years as manager there of John Hancock, died at Rochester, N. Y. He was president of Rochester Life Underwriters Assn. for two years and a director for nine years. He also served two years as president of the New York state association and for 20 years was a delegate to the state convention.

SAMUEL B. BRADFORD, 85, the last living founder of the old Central Life of Illinois, now Central Standard Life, died at Ottawa, Ill., where he had been making his home since his retirement in 1951. Mr. Bradford's entire insurance experience was with Central Standard, dating back to 1905. He served as secretary from 1910 to 1941 and as vice-president and a director until his retirement. Mr. Bradford possessed a wide reputation in the business and had been active in insurance organization affairs.

WILLIAM E. JONES, 68, assistant general counsel of Northwestern Mutual Life, died in a Chicago hospital after suffering a heart attack there. Mr. Jones had been with Northwestern Mutual since 1929.

THOMAS HOOK, who served as chairman of Bureau of A. & H. Underwriters in 1939, died at the age of 79. He was head of the A. & H. department of Standard Accident for 20 years, retiring in 1941.

EDWARD R. GRISELL, 64, unit manager in the D. W. Flickinger agency of John Hancock at Indianapolis, died at his home there. Mr. Grisell had been with the company for 41 years, starting as a rural agent in Jay and Randolph counties near Indianapolis.

MRS. HARRIET W. ROBINSON, 55, wife of Philip K. Robinson, vice-president of Northwestern Mutual, died at Milwaukee Hospital after an illness of

10 days. She was active in civic, welfare, social and church affairs.

MRS. C. H. HEYL, wife of Charles H. Heyl, agency vice-president of Bankers Life of Nebraska, died as a result of complications during childbirth. The condition of the child, a boy, is reported as good.

Retired General Agent, 96, Collects on Policies

On Aug. 19, his 96th birthday, Charles J. Stern, retired general agent of Union Central Life at Cincinnati, outwitted the mortality tables and collected on his own insurance policies. He is shown here receiving a check for the proceeds of his four paid-up policies from W. Howard Cox, Union Central president, who at one time was an agent in the home office agency with Mr. Stern.

It was more than 53 years ago that Mr. Stern signed his first contract to represent Union Central. In those days there were no automobiles or telephones. An agent had to rely on making appointments by letter, and then walking or buggy-riding to the interview. He



was made general agent at Cincinnati in 1916. On his 90th birthday six years ago, he was elected an honorary life member of Cincinnati Life Underwriters Assn.

He recalls that one of the most amazing developments during his career has been along the lines of life insurance publications. In his early years, very few were available. At one time, when he was serving on the board of N.A.L.U., he was instrumental in persuading Dr. S. S. Huebner, now president of the American College, to write the first textbook on life insurance.

Mr. Stern is no longer as spry and

active as in his younger days. But advanced years have not dimmed his mental alertness and keen observation of the world around him. "I've had a happy life—with a happy company," Mr. Stern said. "It's meant so much to me!"

Cooperate or U. S. Will Take Over; Medical Plans Told

WASHINGTON—Speaking at a public meeting of the President's commission on the health needs of the nation, Dr. Joel T. Boone, medical director of the veterans administration, former White House physician and retired rear admiral, said that if cooperation doesn't continue between government and civilian medical programs it could mean the end of civilian medicine.

Dr. Boone said he believes if there weren't full cooperation along this line, the government would take over, because of the necessity of providing good medical care for everyone. He said there is good cooperation now and he hopes it will continue.

Several speakers told the commission that medical insurance plans threaten the existence of medical teaching classes where students gain experience by treating charity, and some other patients. They said that because members of hospitalization plans have funds to pay their way, there has been a decline in the number of patients willing to be treated in the "teaching hospitals."

Convention Dates

Sept. 22-24, Life Office Management Assn. conference, Chalfonte-Haddon Hall, Atlantic City, N. J.

Sept. 22-25, National Fraternal Congress, Sheraton Plaza hotel, Boston.

Sept. 25-27, Institute of Home Office Underwriters, Netherland-Plaza hotel, Cincinnati.

Sept. 29-Oct. 1, Bureau of Accident & Health Underwriters, annual, Grove Park Inn, Asheville, N. C.

Sept. 29-Oct. 1, Life Insurance Advertisers Assn., annual, Mount Royal hotel, Montreal.

Oct. 7-10, American Life Convention, annual meeting, Edgewater Beach hotel, Chicago.

Oct. 23-25, Midwest managers conference, sponsored by Indianapolis General Agents & Managers Assn., French Lick Springs hotel, French Lick, Ind.

Nov. 17-21, L.I.A.M.A. annual meeting, Edgewater Beach hotel, Chicago.

May 5-7, large companies spring conference of L.I.A.M.A., Westchester country club, Rye, N. Y.

Commonwealth Life has appointed Glenn G. Shank manager of a new agency at Findlay, O. He has been an agent there for Midland Mutual Life.

OBSERVATIONS

Non-Retirers Now the Lonely Ones

It used to be that an important reason why people shrank from the idea of retiring was that they would be loafing and it wouldn't be much fun because most of their friends would be working. Bankers Life of Iowa, however, takes the opposite slant in its current national magazine advertising.

The man in the advertisement is getting reproachful looks from his wife because he failed to do something in time about a retirement income, while their friends are taking off for Florida and retired leisure. Mr. Too-Little-and-Too-Late is quoted as saying: "Our best friends left for Florida today for good. Yes, Mel and Helen will have a vacation with pay for the rest of their lives. It looks as if only Mary and I will be left from our crowd still at the old grind."

VA Again Forgetting Subsidy

The veterans administration is again up to its old and exasperating stunt of bragging up the big dividends it gives its policy holders under National Service life insurance. Naturally, nothing is said about how the role of the taxpayers' subsidy, which is the big reason NSLI makes such a favorable cost comparison with regular life insurance.

A recent United Press dispatch quotes VA officials as saying that veterans who bought NSLI received protection at "bargain prices," that 67 cents has been paid out in dividends for every dollar collected in NSLI premiums, and that in effect millions of policyholders paid only 12 to 24 cents a month for every \$1,000 of insurance purchased, in the case of younger men who bought term insurance.

Hold Off on War Clauses

According to Aviation Week, German insurers are not invoking war clauses in policies against passengers injured in attacks by Russian aircraft on allied planes flying in the Berlin corridor.

They will be invoked if the attacks continue, however, company officials are reported as saying, because this would indicate the actions were the result of Soviet military policy.

Paul J. Kenney, South Bend district manager for Prudential, was feted on his 20th anniversary with the company at a luncheon. L. E. Kelly, director of agencies in Michigan and Indiana, presented Mr. Kenney a diamond pin.

CENTRAL STANDARD LIFE

Founded 1905 — **INSURANCE COMPANY**

211 W. Wacker Drive Chicago 6

All forms of Life • Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

AMONG COMPANY MEN

Prudential Names Monley; Advances Schupper, Others

Prudential has appointed a new associate director of field training, named an assistant comptroller, and advanced a number of other home office men. H.



I. S. Schupper



H. F. Monley

Fred Monley, director of schools in agency management for L.I.A.M.A., will join the company on Sept. 1 as associate director of field training. Irving S. Schupper, assistant to the comptroller, is now assistant comptroller.

Mr. Monley will specialize in field management training for district agencies. He was with Provident Life for eight years in field training and in development of agency department records. In 1941 he joined Life Sales Research Bureau, predecessor of L.I.A.M.A., as a consultant, and is a former editor of Managers Magazine. He is also the author of several association publications. In 1948 he was named assistant director of the association's company relations division. He is a

graduate of University of North Dakota and a navy veteran.

Mr. Schupper joined Prudential in 1933 in the comptroller's department. He has held a number of positions in that department.

Others advanced are Brent N. Baxter, from associate director to director of agencies research; Joseph T. Ferris, from associate director to director of labor and veterans relations; George E. Meagher, from manager, annual debit accounting division to assistant general manager, comptroller's department; James R. Deans, from associate sales manager in the Philadelphia group office to assistant general sales manager of the group department; Wilfred E. Huelsenbeck, from assistant director of personnel department to assistant general manager of comptroller's department.

Four Jefferson Standard Home Office Men Promoted

Four promotions in the home office staff of Jefferson Standard Life have been announced. Hale Newlin and C. Archie Coleman have been named assistant secretaries, these being junior officer positions. W. Roger Soles, also a junior officer, has been appointed associate manager of the securities department and William C. Wilkinson, II, has been promoted to assistant manager of that department.

Mr. Newlin, a graduate of Guilford College, started with the company in 1933 in the actuarial department. In 1943 he was transferred to the accounting department and appointed manager of the premium accounting division. Since 1945 he has been manager of the premium auditing division. Mr. Coleman graduated from Davidson Col-

lege, joined the company in 1933 and for several years was in the conservation division. On his return after army service he was named reinstating manager and in 1949 was promoted to planning supervisor. For several years he has served as an instructor for Life Office Management Assn. courses.

Mr. Soles, an air force veteran and a graduate of University of North Carolina, joined the securities department of Jefferson Standard in 1947 and since 1951 has been assistant manager of that department. Mr. Wilkinson, also a war veteran, was graduated from University of Alabama and got his master's degree at the commerce school of University of Pennsylvania. He joined the securities department in 1949.

Sheppard, Innes Are Given Higher Manufacturers Posts

Manufacturers Life has appointed Norman T. Sheppard assistant agency superintendent, and Hugh C. Innes manager of the field service department and editor of News Letter, the company's publication for field representatives. The appointments are effective Oct. 1.

Mr. Sheppard, who joined Manufacturers in 1928, has been manager of the field service department and editor of News Letter since 1950. After the retirement of former Advertising Manager J. P. Lyons in 1951, the company's advertising was added to Mr. Sheppard's responsibilities. He will now assist Agency Vice-president A. Kinch and Agency Superintendent T. H. Neville in development of the company's U. S. organization.

Mr. Innes joined Manufacturers in 1925 in its agency accounts department. In 1930, after several years of branch office experience, he returned to the head office in the field service department.

New Texas Empire Officers

Percy L. Carpenter, mayor pro tem of Dallas and a partner in the contracting firm of Carpenter Bros., has been elected vice-president of Texas Empire Life, just launched there with Hilton Painter as president.

J. DuVal West, former vice-president of Dallas National Bank, who is a partner in Jones-West Mortgage Co. and in the general insurance agency of Jones, West & Johnson, has been named treasurer of the new company.

Furnans Joins Mass. Mutual

Ernest W. Furnans, Jr., Boston lawyer who specializes in pension and estate planning work, has been appointed an attorney in the law department of Massachusetts Mutual Life.

Mr. Furnans was with Atwood, Arnold Co. of Boston before army service. He then joined Kenneth R. Mackenzie, pension consultant, as an associate.

Cannon Training Assistant

Bernard M. Cannon has joined the New England Mutual agency department as training assistant. He has been for a year with the Boston-Hays agency.

He is a graduate of Wofford College, Spartanburg, S. C., received an M.A. in sociology from Harvard in 1948, and a Ph.D. in 1951. In the interim he was public relations director at Converse College and later dean of students and associate professor of sociology at Wofford.

Roper, Bliss Home Directors

Elmo Roper, marketing consultant, and Charles M. Bliss, vice-president of Bank of New York, have been elected directors of Home Life of New York.

Dr. Houston to Great-West

Great-West Life has appointed Dr. A. B. Houston an assistant medical director. A graduate of University of Manitoba, where he is now a lecturer on internal medicine, Dr. Houston served in the Canadian army medical corps during the last war.

ACCIDENT

National Newspaper Campaign to Launch Prudential A. & H.

Prudential has embarked on a market-by-market nation-wide newspaper campaign to introduce its new A. & H. program. Some 146 cities have been scheduled to get 1,000-line announcement copy within the next few weeks according to American Newspaper Publishers Assn.

In Maryland Prudential has started to test a followup campaign. After the announcement ad, 24 smaller ads will be placed over a 13-week period in seven markets—six in Maryland and one West Virginia market in the company's Maryland territory. The cities are Baltimore, Hagerstown, Cumberland, Salisbury, Cambridge, and Frederick, Md., and Martinsburg, W. Va. Weeklies will also be used in Maryland towns with local Prudential offices.

All ads will be localized to the cities or states in which they run. Maryland copy, for example, is addressed to "the one out of four Maryland families who will have someone disabled by sickness or accident this year." In the launching ad Prudential describes the new insurance as broad in coverage with a wide range of benefits. A set of pictures and captions in newspaper editorial style point up the hazards the policyholder is insured against.

Cheek and Kirkpatrick to Speak at Bureau Meeting

J. F. Follmann, Jr., general manager of Bureau of A. & H. Underwriters, has announced two speakers for the annual meeting of the bureau Sept. 29-Oct. 1 at Asheville, N. C.

Commissioner Cheek of North Carolina will speak on "How Shall A. & H. Insurance be Regulated," and will welcome the bureau to his state.

A. L. Kirkpatrick, insurance manager of U. S. Chamber of Commerce will talk on "The Federal Government and Health Insurance."

Occidental Ups Group Rates

Occidental Life of California has increased rates for its hospital and surgical and A. & H. group coverages.

The rate revision reflects the trend toward ever increasing claims costs, confirmed by continuing adverse casualty experience the first half of this year.

Health Cover Needed in S. E.

"The southeastern states of Tennessee, Kentucky, Alabama and Mississippi have the least voluntary health coverage in relation to population of any section of

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ACTUARY WANTED

Preferably between the ages of 35 and 45. For executive position in a Pension Consulting Firm. This company has been in the pension field for sixteen years and is well established. An excellent opportunity for right person. Address M-76, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED:

SALES PROMOTION MANAGER: To take full charge of an established Sales Promotion Department of a 50 year old, rapidly expanding, billion dollar Life and A. & H. company. A good background in both Life and A. & H. highly desirable but not imperative. Sales experience helpful. Address M-87, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.



An Old Line Company with an outstanding Record of the Low Net Cost.

Ins. in Force December 31, 1951—\$246,139,001.

Agency Openings for Lutherans in 21 states.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Attractive Agency Contracts

COMPLETE LIFE INSURANCE COVERAGES—AGES 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

the nation," the Chattanooga Times pointed out in an editorial discussing recent reports of Health Insurance Council. It says that less than one-third of the people have voluntary hospital protection, while in the New England states two-thirds or more are covered. "But there is no indication the American people want their government to pay their medical bills," it adds. "Instead, they prefer to provide their own protection through voluntary insurance."

Overcharges Are Refunded

LOS ANGELES — Ten California physicians have reimbursed California Physicians Service to the extent of \$5,757 as the result of investigations by the group of allegations of overpadding bills of patients.

The service is investigating 25 additional cases, and has demands on file

for an additional \$5,385 from five of the physicians under investigation.

It was stated that the majority of cases involved "overuse of the service rather than fraud. 'Overuse' was defined as making more calls on the patient than standard practice requires. C.P.S. filed only one civil action against a doctor as yet, and that case still is pending.

Organize at Huntington

Huntington (W. Va.) Assn. of A. & H. Underwriters has been organized with Gentry Hale as president; J. J. Hatcher, Massachusetts Protective, vice-president; Charles S. Broh, Pacific Mutual Life, secretary, and Raymond Balsom, World, treasurer.

President Carter Graley and Walter Given of the Charleston association were present to assist in the organization.

in 1950 to become general agent of Bankers Life of Nebraska at Denver and continued in that post until last April.

Manbeck Made Des Moines Chief for Mass. Mutual

Roland K. Manbeck has been appointed general agent of Massachusetts Mutual Life at Des Moines succeeding George A. Vogler, who has resigned.

Mr. Manbeck has been with Massachusetts Mutual since 1949, and, in addition to personal selling, has assisted in recruiting agents. He is treasurer of Des Moines Assn. of Life Underwriters. He is an air force veteran.

Open Green Bay Office

The Mutual Service companies of St. Paul have opened a district office at Green Bay, Wis., to service nine counties. Glen Macaux is district manager. Roman Denissen will handle sales and policyholder service.

Midland Ups DeConcini

Leonard P. DeConcini, supervisor in South Dakota for Midland National Life, has been promoted to regional

manager. His headquarters will be at the home office at Watertown, S. D.

He joined the company last year. Formerly he had been with North American L. & C. and was later north central states field supervisor for Reserve Life of Dallas. He is a navy veteran.

Caldwell, Taylor Form New U. S. Life Agency at Newark

The Caldwell-Taylor Agency has been appointed as general agent for United



Lester W. Taylor Richard Caldwell
States Life at Newark. Lester W. Taylor and Richard Caldwell, both as-

LIFE AGENCY CHANGES

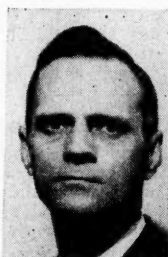
Whiteacre Union Central Manager at Youngstown, O.

Robert W. Whiteacre has been appointed manager at Youngstown, O., of Union Central Life. Mr. Whiteacre has just relinquished the duties of assistant manager in Union Central's New York City agency—one of the world's largest life insurance agencies and in itself larger than 90% of all insurance companies.

He joined Union Central and the Charles B. Knight agency in New York City six years ago as supervisor, giving particular attention to training and educational work. He also handled a large portion of the agency's brokerage business, and was soon named assistant manager.

Prior to his Union Central affiliation, he was in sales and service work in connection with electric display signs, refrigerators, and wholesale dry goods. Subsequently, he had 11 years experience in life insurance selling with Prudential at New York City.

He was awarded his C.L.U. diploma in 1949 and last year he conducted a C.L.U. class in Part A of the course under the auspices of Insurance Society of New York. He also taught the Insurance Society's course covering the fundamentals of life insurance for agents preparing for the New York state examination.



R. W. Whiteacre

New York, and Edward J. Coates, 80 John street, New York.

Two men recently returned from military service have been reappointed field supervisors, William D. Menefee at Fort Worth and C. Cabell Hancock, Jr., at Richmond.

New agency service representatives are Frederick H. Stitt, Peoria; O. William Robertson, Portland, Me.; Jerry W. Brown, Columbus; Lawrence C. Manchester, St. Louis; Clement D. Ketchum, Jr., Milwaukee, and Collier B. Parker, New Orleans.

Griscom Lincoln National General Agent at Detroit

George E. Griscom, supervisor in the Newark agency of Lincoln National Life since 1950, has been transferred to Detroit where he will become general agent of that company.

Mr. Griscom is a former president of the Newark C.L.U. chapter.

Blum Omaha General Agent of National Life of Vt.

Joseph R. Blum has been appointed general agent at Omaha of National Life of Vermont. He succeeds Harold F. True, who has resigned to devote his full time to his clients and to personal production.

Mr. Blum entered life insurance in 1950 with Mutual Benefit Life and in his first year led its Omaha agency in lives, qualified as one of 33 leading first-year agents and was a member of the Quarter Million Dollar Round Table. In the second year he led the Omaha agency in volume and was voted the agency's outstanding man of the year. He became agency supervisor in 1951.

He attended Wabash College and Oberlin College and served in the navy for three years.



Joseph R. Blum

G. A. Murphy Advanced

Garrison A. Murphy has been appointed associate general agent to head the estate planning activities of the Hugh M. Holmes agency at Milwaukee of Lincoln National Life. Mr. Murphy, who has had considerable experience in estate work, pension and employee welfare planning, has been with the Holmes agency for some time.

Knuckles to Midland Nat'l

Midland National Life has appointed T. J. Knuckles general agent at Denver. Mr. Knuckles entered life insurance in 1945 with Central Life as general agent at Omaha. He left that company



"Well! Remember telling me for years you'd like to double your insurance if you only knew where the money was coming from?"

Bankerslifemen Keep Aware Of Changes In Clients' Circumstances

The typical Bankerslifeman sees to it that he knows about changes in the circumstances of his clients—even when they may not represent an opportunity like the picture shows.

Bankerslifemen know that they retain clients by assuming the responsibility of helping each client keep his insurance program abreast of changes in his family or financial situation. They are as cheerful about rendering service as they are about making a sale—for they know that service leads to sales.

This service-minded attitude of Bankerslifemen helps make them the kind of life underwriters you like to know as friends, fellow workers or competitors.

BANKERS Life COMPANY
DES MOINES, IOWA

★ Bank on INDIANA

There's a golden future for you in the Hoosier state as the owner of your own general agency, selling America's finest low-cost hospital, surgical-medical, A. & H. and life policies, monthly and ordinary. You'll need ambition, ability, but no capital. For details, write C. Alvin Kahaner, president, Pennsylvania Life, Health & Accident Insurance Co., Philadelphia 5, Pa.

sociated with U. S. Life for several years, will jointly operate the new agency.

Mr. Taylor, a graduate of University of Pennsylvania, entered the insurance field in 1935 in field work. He was an assistant district manager from 1939 to 1947, when he opened his own insurance agency. As a special representative of U. S. Life, he has recently devoted much time to a mortgage insurance development program through lending institutions.

Mr. Caldwell was an agent for Travelers and supervisor of New England sales with a large A. & H. company before going to U. S. Life's home office in 1945 as executive in charge of A. & H. sales. He was named manager at Newark in 1947. He is a member of the executive board of International Assn. of A. & H. Underwriters, and was chairman of the association's 1952 convention committee.

Mackersie Replaces Pasley at Fresno for Equitable, Ia.

G. A. Mackersie, since 1948 an agent at Fresno, Cal., has been appointed general agent there of Equitable of Iowa. H. M. Pasley, former general agent there, will, on the advice of his physician, return to personal production.

Mr. Mackersie has wide experience as an agent. He is a navy veteran of the last war.



G. A. Mackersie

Eight Advanced in Group Offices of Occidental, Cal.

Eight promotions in the group department of Occidental of California were announced this week.

Claude L. Hartley, assistant regional group supervisor, has been appointed associate regional group supervisor in the Snyder agency at Los Angeles. He entered the business in 1932 as an agent for Prudential, and in 1945 formed his own general agency at Pasadena. He joined Occidental in 1949.

George D. Jones, general sales manager in the Chicago group division for Bankers L. & C., has been appointed regional group supervisor at St. Louis for Occidental. He entered the business as agency director for Sterling at Chicago in 1946.

Galt L. McClurg has been named group sales representative in the Snyder agency at Los Angeles.

Thomas R. Martin, Jr., assistant regional group supervisor in the Eagle agency at Los Angeles, has been appointed regional group supervisor at Sacramento. He joined Occidental in 1948.

Clayton T. Mills has been named

group sales representative at San Francisco.

Wade L. Nittler, group sales representative, has been appointed assistant regional group supervisor at Sacramento. He joined Occidental in 1950. James W. Rush and Robert M. Lorenz have been appointed group service representatives at Los Angeles.

Stockton San Diego General Agent of N. W. Mutual

Robert W. Stockton has been appointed general agent of Northwestern Mutual to head a new agency being opened at San Diego, Cal., Sept. 1. The territory of the new general agency has been a part of the Los Angeles agency, of which John R. Mage continues in charge.

Mr. Stockton has been with Northwestern Mutual as a district agent at San Diego since 1950. He graduated from Washington University at St. Louis and has been in the life insurance business since 1935. He has been one of the leading personal producers of Northwestern Mutual in southern California, and also has been highly successful as a district agent. He is a past president of the San Diego C.L.U. chapter.



R. W. Stockton

Republic National Appoints H. E. Chilton at Austin

Harry E. Chilton has been appointed manager at Austin, Tex., for Republic National Life. He was formerly at Amarillo and succeeds Alex R. Bell, who has returned to personal production.

Mr. Chilton attended the University of Pennsylvania and was an air force flight instructor during the last war.



H. E. Chilton

Cherry Joins Franklin Life

William F. Cherry has been appointed general agent at Columbus, O., by Franklin Life. He was formerly with Ohio State Life there.

Jacques in New Bedford Post

Farmers & Traders Life has appointed E. Cooper Jacques general agent for southeastern Massachusetts. Mr. Jacques will have his headquarters at New Bedford, where he has been in the general insurance business since 1934.

POLICIES

U. S. Life Is Adding Two New Policy Plans

United States Life is now issuing two additional policy plans, a preferred whole life and "endowment at 85."

Features of the preferred whole life policy are low rates and substantial cash values, with no special underwriting limitations. It is to be sold in a minimum face amount of \$10,000, with no restriction on the method of payment. Conversion to the plan from term policies is permitted, and it can be issued with special income riders providing up to \$50 per month per thousand. Seven liberal settlement options are provided. Commissions are at the full ordinary life rates.

Substituting for the former ordinary life plan will be the new "endowment at 85" policy, designed for applicants for amounts less than \$10,000. Rates and features of the plan will be nearly equivalent to the old ordinary life; it will be available for substandard risks.

Columbian National Reduces Rates; Non-Par Examples

Columbian National Life has reduced rates for most of its plans. Illustrative non-participating rates are:

Age	Pref. Whole Life	20 Pay-ment	After 20 Years		End. Ann. 65	5 Year Term
			1st 20	Years		
15	11.98	22.24	19.26	3.59	22.00	5.91
20	13.66	24.54	21.38	4.10	25.64	6.06
25	15.72	27.15	23.83	4.72	30.06	6.25
30	18.27	30.16	26.69	5.48	35.99	6.60
31	18.56	30.78	27.31	5.66	37.33	6.71
32	19.48	31.41	27.93	5.84	38.85	6.84
33	20.13	32.07	28.59	6.04	40.48	6.99
34	20.82	32.77	29.29	6.25	42.24	7.16
35	21.55	33.41	29.96	6.47	44.12	7.36
36	22.30	34.15	30.70	6.69	46.20	7.59
37	23.08	34.89	31.44	6.92	48.43	7.86
38	23.89	35.70	32.25	7.17	50.85	8.17
39	24.74	36.53	33.09	7.42	53.46	8.53
40	25.63	37.28	33.89	7.69	56.30	8.94
41	26.58	38.23	34.83	7.97	59.19	9.40
42	27.59	39.20	35.82	8.28	62.53	9.91
43	28.66	40.22	36.85	8.60	66.20	10.48
44	29.79	41.24	37.91	8.94	70.23	11.12
45	30.99	42.17	38.92	9.30	74.67	11.84
46	32.25	43.28	40.08	9.68	77.84	12.64
47	33.57	44.44	41.28	10.07	83.14	13.52
48	34.96	45.64	42.54	10.49	89.08	14.45
49	36.42	46.89	43.85	10.93	95.76	15.53
50	37.94	47.82	44.95	11.38	103.38	16.67
51	39.54	49.13	46.35	11.86	111.03	17.91
52	41.24	50.50	47.82	12.37	120.94	19.26
53	43.05	51.92	49.36	12.92	132.51	20.73
54	44.98	53.40	50.97	13.49	146.27	22.33
55	47.03	55.16	52.82	14.11	162.84	24.08
60	59.06	66.05	64.06	17.72	35.62

New England Mutual Liberalizes Premium Limits

New England Mutual has liberalized limits and rules for contracts of ten or less annual premiums, single premium insurance and annuities, and for discounted premiums. Annual premium policies must be written with at least five annual premiums with a limit of \$100,000 face amount for five or ten premium contracts. Annual premium endowment and retirement income must be written with at least ten annual premiums with a limit of \$75,000 for ten premium policies. Limit for single premium life written in one year is \$100,000 face amount and that for single premium endowments is \$75,000 face amount. Single premium endowments will not be issued for an endowment period of less than 15 years.

Limit for single premium annuities is \$50,000 in any 12 months with an aggregate limit of \$100,000 over two or more years. The minimum premium acceptable is \$1,000 and the minimum monthly or other periodical payment under a single premium annuity is \$20. Retirement annuities must be written with at least ten annual premiums with a maximum of \$1,800 yearly premium. Maximum age at issue is 60. A minimum annual premium of \$50 will be accepted if it will purchase an annuity income of not less than \$5 per month. Minimum monthly premium is \$20. Up to \$50,000 will be accepted in discounted premiums.

SALES MEETS

American Nat'l Has Rally for Ordinary Agents

The ordinary division of American National Life held a three-day western regional seminar this week at Palo Alto, Cal. About 150 agents attended.

Ripley E. Bowden, director of ordinary agencies, western division, was in charge of sessions and Gifford J. Hudson, manager at San Francisco, and Louis A. Schrepel, general agent at Oakland, were hosts.

Plan Two Guardian Meets

Guardian Life will hold two regional meetings in 1953 for Leaders Club qualifiers.

The first will be the eastern regional meeting beginning March 17 at Savannah, Ga., for southern and eastern agencies.

The western regional meeting is June 1-3 at Colorado Springs for mid-western and far western agencies.

Has West Coast Meeting

Sales plans for the balance of the year were discussed at a meeting at San Francisco for west coast agents of Union Mutual Life. Leslie P. Schultz, western director of agencies, Los Angeles, was chairman of the meeting.

Form Air Spotting Team

Thirty home office employees of Equitable of Iowa recently received their "wings" as qualified members of the newly organized air force filter center of civilian defense. The company and its associates are the first volunteers from a Des Moines business firm to participate in the nation's new air defense system in a civilian capacity.

Lyle B. Pelton has been appointed general agent for southeastern Wisconsin by Monarch Life, which has opened a new Milwaukee agency in the Wisconsin Tower building.

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PREMIUM
INCOME
TODAY!



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Write Ken Cring today about the sales opportunities and General Agency openings available with . . .

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WRITE, WIRE or PHONE us regarding either the purchase or sale for CASH of 100% or controlling interest in life companies or other lines. All negotiations personal and confidential.

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Sales Ideas That Work

Agents Rely Too Much on Tax "Gimmicks," Need Broader Grasp, Says W. J. Casey

NEW YORK — The main difficulty agents run into in connection with the effect of taxes on clients and prospects is lack of a sufficiently broad grasp of tax matters and a tendency to grasp at fads and "gimmicks," according to William J. Casey of Business Reports, Inc., New York City tax consultant and writer.

Mr. Casey, who is former chairman of the board of editors of Research Institute of America, said reliance on a gimmick involves three possibilities. The prospect won't understand the gimmick but will call in an expert who will put the gimmick in its proper place. Or the prospect will buy the gimmick the agent is advocating and it won't fit his situation. Or the prospect, if sophisticated, will recognize it as a gimmick and write the agent off as a charlatan for working such a narrow angle.

Must Survey the Economics

There may be a desire to master the subject of taxation, said Mr. Casey, but if an agent feels impelled to do that there is the question of whether he can afford the time. He must survey the economics of his own situation and determine whether it is likely to be worth his while to go beyond a general grasp of the tax situation and place himself in a position to do a thoroughgoing estate planning job.

Some agents, Mr. Casey noted, collect fees for their estate planning work or at least collect them unless enough insurance is purchased to warrant waiving the fee. However, this would probably run into rebate laws in some jurisdictions, he pointed out.

Mr. Casey said much of the material put out by companies for their agents' use is too technical for the average agent. The agent, he said, should be familiar with tax angles, especially as they apply to life insurance situations. Yet examples of astounding ignorance on the part of agents are constantly coming to light, he said.

Should Suggest Expert

When the agent finds situations involving tax angles, he should suggest to the prospect the advisability of calling in an expert. In theory, he should have the aid of the prospect's lawyer, accountant, and trust officer. Mr. Casey said that there are probably not more than 100 top-flight lawyers intimately acquainted with the tax angles of life insurance but that any kind of good lawyer should have or develop competence in handling these tax matters.

Since the prospect may not know any lawyers capable of handling the job, the agent should have in mind lawyers who are qualified, so as to be able to make intelligent suggestions when asked by the prospect. Which one of the team — lawyer, accountant or trust officer — the agent will get the most help from in tax matters will vary with the individual situation. Perhaps the lawyer is in the picture because he is the prospect's nephew and for no other

discernible reason. But if the accountant knows his business he and the agent can probably lead the lawyer by the hand into the right plans.

Mr. Casey said that there is an increasing tendency to turn to the accountant in tax matters, as it is a fact that the accountant is likely to have better orientation in tax situations. Though a lawyer himself, Mr. Casey said it is often found that the "master-minding" can better be done by the accountant and/or trust officer, with the lawyer drawing the papers and putting into legal language the plans worked out in the main by other members of the team.

Mr. Casey was a speaker at the 1952 Million Dollar Round Table, along with J. K. Lasser, widely known accountant and author, with whom Mr. Casey has collaborated on a number of tax books. Mr. Casey's views as given here are summarized from an interview with THE NATIONAL UNDERWRITER.

RECORDS

Guarantee Mutual Life now has \$300,000,000 in force, a milestone reached and exceeded during July.

Insurance in force has grown from \$200,000,000 to its present record since 1945 representing a gain of 50% in eight years. During this same period the company's assets have gained over 80% now standing in excess of \$74,000,000.

Paid production for the first half for **Berkshire Life** totaled \$26,919,000, a 25% gain over the first six months of last year. Insurance in force has reached a record \$411 million.

Government Employees Life insurance in force June 30 amounted to \$17,759,320 as against \$9,526,431 on June 30, 1951. The premiums of \$4,502,419 during the first half of the year were 56.9% greater than a year ago. The number of policyholders increased by 24.6% to 190,567.

Gains by **Liberty Life** of Greenville, S. C., the first six months sent insurance in force over the \$500 million mark and assets beyond \$60 million. An increase of \$26,417,993 brought insurance in force to \$513,108,317 at the end of June, while total assets of \$60,306,459 included a gain of \$3,152,407. Capital and surplus funds rose to a high of \$6,693,617.

Occidental of California reports a jump of \$11,002,111 in July volume of ordinary written over the same month last year. Latest figure shows \$51,848,996 written, while the July, 1951, total was \$40,846,885. It had record new sales for the first six months and passed \$3½ billion business in force with an increase of \$299,498,899 for a total of \$3,565,352,871 as of June 30.

A record July paid-for ordinary business, just short of \$12 million, gives **State Mutual Life** the largest first seven month total in its history. July's gain is 38% over July, 1951 and the seven-month business of approximately \$78 million exceeds that of last year by 16%. Top honors for agency production went to the Stanley E. Martin agency of Dallas with \$823,500, just \$600 ahead of runner-up George M. C. Goodwin agency of Boston.

Honoring J. Emmett Gardiner, secretary of **Pioneer National Life**, company agents recorded more than twice as much business in July as was ever secured in any previous month.

A new record for July was established by **Great-West Life**. Over \$27 million of new business was placed, an increase of nearly \$5 million over the same month last year. Earl M. Schwemm's Chicago agency led the company for the eighth consecutive month with over \$1,899,000 of new business. Winnipeg, with nearly \$1½ millions of production, placed second, followed by Vancouver. R. M. Heald of Winnipeg was the leading agent for the month with \$602,414 of production. Max Seigler, Montreal, placed second, and Graeme H. Smith, Santa Monica, Cal., was the leading U. S. agent.

Following the largest June in the history of the company, **Equitable of Iowa** repeated with the largest July in its 87 years of operations. Paid production in July was \$10,883,114, a gain of 19.0% over the same month in 1951. This resulted in a gain of 5.1% in paid production the first seven months for a total of \$68,759,672, bringing the in-force total at the end of the period to \$1,198,738,960. The Detroit agency, Frederick A. Smart

general agent, continued its leading position in July with a paid total of \$553,919.

Bankers National Life reports new ordinary paid-for during July of more than 40% over the same month in 1951. The total for the first seven months of the year is 35% ahead of the same period last year and constitutes a new high for the company. The average size policy sold during this period is \$5,987. Insurance in force at the end of July is \$203,168,000, a gain of \$12,706,000 since Jan. 1, and another new high.

Franklin Life new paid business in July (excluding annuities) totaled \$27,202,198, an increase of 14.4% over the same month last year. Production for seven months is up 10.9% over the same period in 1951. Virgil D. Wright, regional sales director, Coral Gables, Fla., leads in personal net-paid production for the year, and the Philadelphia division is in first place agency-wise.

New business issued and paid for in **Bankers of Iowa** for July totaled \$22,346,624, an increase of 34% over the same month last year. Ordinary accounted for \$13,935,968 and group for \$8,410,656. Volume for the first seven months is within 1% of the volume for the same period of last year. Ordinary to the end of July amounted to \$76,066,618 and group was \$36,904,921. Life insurance in force reached the new high of \$1,736,992,189, an increase of nearly \$60 million for the year and \$104 million more than a year ago. Ordinary in force now stands at \$1,351,461,256 and group at \$385,530,933.

In the first half of 1952 life insurance in force of **Reserve Life** increased more than 20%. Assets increased \$3 million to more than \$22,500,000. Disability premium income was in excess of \$16 million, a substantial increase over 1951.

Beneficial Standard Buys Home Office Building

LOS ANGELES — Beneficial Standard Life has purchased the height limit, class A office building at 756 South Spring street from Midtown Investment Co. for a reported price of \$800,000. The company's home office has been located there.

The building contains 90,000 square feet of floor space and covers the entire block on Eighth street from Spring to Main streets. Beneficial Standard will occupy seven floors and lease the remaining six.

Merritt Speaks at Wausau

F. L. Merritt, vice-president and superintendent of agencies of Central Life of Iowa, spoke at a sales meeting sponsored by the C. C. Tucker agency at Wausau, Wis. Wives of the agents were guests at the closing dinner.

Raymond T. Payberg has been appointed district manager at Traverse City, Mich., for Prudential, succeeding Hazle G. Bird, retired. Mr. Payberg has been with the company for 20 years at Battle Creek and has been staff manager there for 18 years.

General American

helps field men advance faster with the **SOCIAL SECURITY CALCULATOR**

Targets social security benefits in a jiffy. Easy to use. No pencil needed. Computes both old and new benefits.

"More power to men in the field"... that's the purpose of General American's great array of selling tools. General American Life offers more visual selling aids to help field representatives to greater success. You plan better, close faster, and enjoy more satisfaction in every sale. That is one of the ways General American backs up the efforts of men in the field.

GENERAL AMERICAN LIFE
A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY
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★ You Can Win in MINNESOTA

If you're a real producer, you can't lose by betting on yourself! Start your own general agency—no capital needed—we'll help you get organized, back you up with America's finest low-cost hospital, surgical, medical, A. & H., and life plans, monthly and ordinary. Write for full details to C. Alvin Kabaner, president, Pennsylvania Life, Health & Accident Insurance Co., Philadelphia 5, Pa.

Seek Modified Taxation on Matured Endowments

(CONTINUED FROM PAGE 1)

though on one of the fixed-payment options under which both interest and principal are part of each installment.

If upheld, the ruling will involve a lot of trouble for companies, agents, and policyholders, besides being disadvantageous to policyholders in forcing them to divest themselves of the right to withdraw proceeds unless they want to pay a tax on the increment in their endowment policies and in cash surrender values used for income purposes. If the endowment has already matured, no change could be made but there is some question whether the ruling would be applied retroactively. There is also a question of how the rule would apply to cases where the insured is restrained from ever withdrawing enough to exceed the premiums paid.

Dallas Group to Build

Acquisition of a site for a home office building for the Insurance Companies of Texas group at Dallas has been announced by Ben Jack Cage, president. Tentative plans call for construction of a building costing about \$1 million, with 60,000 square feet of floor space. The three companies in the group, owned by Texas members of American Federation of Labor, now occupy parts of five buildings in Dallas.

Set Protective Life Records

Protective Life established three production records in a sales campaign which honored William J. Rushton's 15th anniversary as company president. The campaign resulted in the largest production records for a single day, a week and for any six weeks in the company's history.

A scroll was presented to Mr. Rushton by agents at a banquet concluding the contest.

J. R. Reichow Advanced

Minnesota Mutual has promoted James R. Reichow from assistant superintendent to superintendent of agencies. He joined the home office staff in 1950. Before that he was with the Paul D. Williams agency of Minnesota Mutual at Minneapolis for three years. Earlier he had been with St. Paul Fire & Marine for 17 years.

"Career" in Second Issue

The second issue of the annual, "Career," has been published. It was started last year by college men interested in getting to graduates and undergradu-

ates brief and factual descriptions of various businesses, the kind of personnel they are looking for and descriptions of some of the principal job opportunities.

Life companies with presentations are Connecticut General and New York Life. Connecticut General analyzes its recent college graduates, who represent 77 colleges. Of the total, 102 are in the home office, 19 are professional, 37 technical, 46 administrative, 67 group sales and service and 40 in life sales or sales management.

"Career" is published at 520 North Michigan avenue, Chicago.

Mortality Declines Among Industrial Policyholders

Deaths among industrial policyholders were at a slightly lower rate during the first six months of this year than during the first half of 1951, according to Metropolitan. The two rates were 680 and 685 per 100,000, both above the all-time low of 667 in 1950.

The lower 1952 rate is due to the new minimum death rate for females. The over-all death rate for males was about the same as last year's, although there was a decline at the main military ages because of decreased Korean action.

Declines in mortality from pneumonia and influenza, tuberculosis, diabetes, and syphilis were noted. The tuberculosis death rate is now only half the rate of five years ago. Reflecting the effectiveness of the antibiotics, the death rate from pneumonia and influenza as a group dropped 9%.

Several childhood diseases such as measles, scarlet fever, diphtheria, and whooping cough have been more prevalent this year, but death rates from these diseases showed only a slight increase. Deaths from cancer, including leukemia and Hodgkin's disease, also increased slightly, but the cardiovascular-renal diseases recorded a small decrease.

Death toll from accidents is somewhat higher this year, part of which is attributable to the increase in motor vehicle accident fatalities. The other external causes of death—suicide, homicide, and war deaths—register a lower death rate than a year ago. For the first six months of 1952 the rate from war deaths (enemy action) was 2.3 per 100,000; in the corresponding period of 1951 it was 6.7.

Prof. Donald Scoles, who conducts the life insurance course at the University of Southern California, has been awarded a four-week fellowship under the insurance teachers' summer visitation program and is at the home office of Provident Mutual Life in Philadelphia.

N. Y. Life Names O'Connell, Munsell Assistant V. P.s

New York Life has appointed Charles J. O'Connell and F. Turner Munsell as assistant vice-presidents. Mr. O'Connell has been field secretary. Mr. Munsell, formerly manager at St. Louis, is being transferred to the home office, where he will be in charge of group sales.

Ralph Bowles has been appointed chief underwriter in the life department; Guy Fairbanks, director of group annuity sales; William J. Naylor, administrative assistant, agency department; Mrs. Amelia E. Reichert, agency assistant; Joseph Moran, group underwriter, and Oscar J. Rinehart, assistant manager of group annuity administration.

Admitted to Conn. Bar

Two Aetna Life men have passed examinations for admittance to the Connecticut bar. They are John O. Morris, supervisor of the group annuity contract section, and Donald T. Dorsey, also of the company's group division.

Ohio Central Agency Meets

The Ohio Central agency of Commonwealth Life held a sales meeting at Marion, attended by agents from nine counties. Representing the home office were William R. Davis, director of agencies, and Cary Peter, supervisor of agencies. Carson J. Cook is manager.

The August issue of Office Executive presents a description of the Farm Bureau Insurance group's home office building at Columbus, O., in three well illustrated pages. The article centers on description of space use and efficiency treatment for better light and employee comfort.

Jerry J. Joswick, former photographic consultant for the Atomic Energy Commission, has been appointed brokerage assistant of Occidental Life of California at Chicago. He is an air force veteran.

International Life of Austin, Tex., has opened an agency at Beaumont, Tex. J. T. Schooley, formerly in insurance work at Nashville, is general agent.

Ellis G. Arnall, former governor of Georgia, who has resigned as federal price administrator, is president of Dixie Insurance Co. of Newman, Ga., a life company founded in 1946.

Dietrich Schmits, president of Washington Mutual Savings Bank, and Thomas M. Pelly president of Lowman & Hanford Stationery Co., were elected trustees of the Northern Life.

John J. Callaghan, assistant to the publisher of the Seattle Post-Intelligencer, has been elected to the board of New World Life.

L. M. GIANNINI, the central figure in the Bank of America establishment, who died Tuesday, held among his variety of official positions the office of chairman of Occidental Life of Los Angeles. He had occupied that chair since 1944 and had been the president up to that time, having served since 1931 when control of Occidental Life was acquired by Trans-America Corp. His age was 58. Mr. Giannini exercised first hand direction of the top affairs of Occidental Life although he did not figure prominently in life insurance industry affairs and his contact with the company organization was pretty largely at the board of directors level. Several years ago he attended one or two sessions of American Life Convention and in former years he had attended Occidental Life agency conventions, notably the one at Vancouver in 1938. Mr. Giannini's father the famed A. P. Giannini, died about three years ago.

MRS. HELEN JOYCE GRAVES, 53, head librarian of Mutual Life since 1950, died in Staten Island, N. Y. hospital, after a short illness. She was a Barnard graduate and joined the company in 1945.

ASSOCIATIONS

L. A. Pushes Building Project

Life Underwriters Assn. of Los Angeles is taking an active interest in the project of providing a home office for N.A.L.U. and to date has contributed \$8,000 for the work.

Poplar Bluff, Mo.—New officers of the Southeast Missouri association are: President, G. Edwin Evans, Bankers Life of Iowa, Dexter; first vice-president, J. T. Throckmorton, Missouri Ins. Co., Poplar Bluff; second vice-president, George Baumgardner; secretary, Earl Graves, General American.

Jefferson City, Mo.—New officers are: President, William D. Roach, manager Metropolitan Life; vice-president, James A. Williams, National Life & Accident; secretary, Edwin T. Smith, Prudential; national committeeman, John C. Ashlock, National L. & A.; state committeeman, Ernest B. LeGrande, Missouri Farm Bureau Life.

Austin, Tex.—A recording of the speech of President C. E. Cleeton of N.A.L.U. was heard, with brief comments by others. R. N. Lewis, Great National Life, past president of the Texas association, spoke on the National association building plans, and President W. G. Chote, Southwestern Life, urged support of the movement.

San Antonio—The film on L. U. T. C. work, "The Program for Progress," was presented by D. J. Farrell, Pacific Mutual Life. Warren Hewitt, Northwestern National, director of L. U. T. C. work, outlined what has been done and plans for the future.

William Kozar, new agency manager in southern Michigan for Jefferson National, will supervise 12 lower Michigan counties. Starting with Western & Southern in 1938, he was with Monarch Life from 1944 until his present appointment. He will have headquarters at Kalamazoo.



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50th Anniversary Year



Pertinent Statistics

Insurance In Force	Over \$607,000,000
Assets	Over \$144,000,000
Benefits Paid Since Organization	Over \$ 63,000,000
Certificate holders	Over 423,000

AID ASSOCIATION FOR LUTHERANS

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HOME OFFICE:

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LEGAL RESERVE FRATERALS

Mid-year Meeting Held by Wis. Fraternal Congress

NEENAH, WIS. — The mid-year meeting of the Wisconsin Fraternal Congress was held here with the president, Otto C. Renner, Aid Association for Lutherans, Appleton, as chairman. Norton J. Williams, president of Equitable Reserve, welcomed the fraternalists.

On the program were Mrs. Ulma Moss, Detroit, supreme junior director of Maccabees, who discussed "Junior Activities," John Phelps, Fort Wayne, Ind., assistant vice-president of Lincoln National Life, "The Fraternity of Life Insurance," and Fred Bammel, West Bend, Wis., district representative and a leading producer for Aid Association, "Successful Selling."

At the conclusion of the meeting, the delegates went to Appleton for a tour of the new 10-story home office building of Aid Association.

Birk Has Agency Conference

The William C. Birk agency of Aid Association for Lutherans in north cen-

tral Wisconsin and upper Michigan held a conference for the field force at Wausau, Mr. Birk presided at the one-day session at which sales plans were made for the remainder of the 50th anniversary year of the fraternal.

Field Managers Program Set at Fraternal Congress

Fraternal Field Managers Assn. has announced the program for its section meeting of National Fraternal Congress at Boston, Sept. 22-25. Opening the meeting will be J. Allen Porterfield, Equitable Reserve Assn. president. Luke E. Hart, president of the congress, will extend greetings followed by a panel discussion on "How Fraternal Societies Can Increase Average Insurance Coverage for Their Members." Panelists include N. K. Neprud, Lutheran Brotherhood; John Cochran, Woodmen of the World; George Shelly, Maccabees.

Speaking on "Anticipated Future of Fraternal Societies" will be Alex O. Benz, Aid Association for Lutherans. Another panel discussing "The Training of Field Representatives" will follow. Participants are Robert Platt, Modern Woodmen; Mr. Porterfield, and Harold Hoel, Lutheran Brotherhood.

Scheduled to close the meeting is Hilbert Rust, president of R. & R. Service, on "Today and Tomorrow."

Amount Limits Increased

Lutheran Brotherhood has increased amount limits as follows:

Age	Male	Female
0 to 6 mo.	\$ 6,000	\$ 6,000
6 mo. to 5 yr.	11,000	11,000
6-15	20,000	20,000
16-20	25,000	25,000
Age	Male	Female
21-50	75,000	25,000
51-54	50,000	25,000
55-60	25,000	25,000
61-65	10,000	10,000

On term or combination of term and life insurance, written for males only, the new limits are: Age 0-15, \$5,000; 16-20, \$15,000; 21-50, \$50,000. The age and amount limits for income endowment and single premium contracts remain unchanged.

In addition to the present rule requiring two medical examinations for applications of \$25,000 and over, an electrocardiogram will be required for ages 45 through 50 on applications of \$75,000.

Huebner Sees Agent Covering All Lines

(CONTINUED FROM PAGE 1)

insurance course would be of no possible use. When the school refused to abrogate its rule the young man took no insurance courses at all.

But a short time later he was back, not only willing but anxious to take the life insurance courses. It seemed that another agent, with plenty of life insurance savvy, had signed up the big client for an extensive line of business insurance and was in a fair way to corral the fire and casualty lines as well. So the student's father quickly changed his attitude about the uselessness of life insurance knowledge.

Dr. Huebner said some life insurance men vigorously oppose the multiple line concept for agents but he pointed out that the current trend toward A. & H. among life companies is a step in the multiple-line direction.

LIFE-SAVING

Dr. Huebner also expatiated on one of his favorite themes, the urgent need for life companies to take a much more active role in conserving and prolonging human life. The idea of fostering periodic examinations to head off chronic ailments has been widely acclaimed

among life insurance people but none of them do anything about it, he said. "I say look at what the fire people do," he said. "Why aren't there life insurance engineers the way fire insurance companies have fire insurance engineers?"

The rejoinder of those who do nothing about life conservation is that the public doesn't want it, said Dr. Huebner, but he went on to ask how anybody can be sure that the public doesn't want it. The public, he said, never knows what it wants. It must be taught. Even in the medical profession the conservation idea has been slow to catch on.

Only 10 Chairs

People spend millions on doctors' fees but practically all of it is for curative rather than preventive work. There are only 10 chairs of preventive medicine in the entire country, he said. Doctors say people are not interested in preventive medicine but it is up to the life insurance business and others to teach the public what can be accomplished by preventive medicine, Dr. Huebner declared.

Dr. Huebner urged that agents make a crusade out of preventive medicine, saying "think how you will be regarded for having done something that will spare a lot of anguish."

Without life conservation, accumulation for retirement loses much of its meaning, he pointed out. What is the use of all the advertising about insurance for retirement unless the buyer has a reasonable chance of living to enjoy it? he asked.

Dr. Huebner stressed the tremendous importance of life insurance for bequest purposes. He noted the tremendous change that has taken place, with millionaires who used to give generously being curtailed by taxes. People who want to help eleemosynary institutions will have a hard time doing it out of capital but for a relatively small outlay they can guarantee the payment of a bequest. Dr. Huebner said that C.L.U.s

had told him that they had doubled their income through becoming acquainted with bequest insurance through the C.L.U. institute program.

Only About Half Taking NSLI Dividends in Cash

WASHINGTON — It is estimated by Veterans Administration that only about half of the veterans entitled to some \$200 million of 1952 National Service Life dividends will take cash this year.

VA spokesmen say probably most of the holders of the NSLI policies on which the 1948 dividends have not been paid know they must write to obtain cash dividends, but prefer to let them go toward paying future premiums.

To early August only 1,488,000 checks for \$53,326,000 in 1952 dividends had been issued. So far, 600,000 checks for the 1948 special dividend and 90,000 for the 1951 regular dividend have not yet been sent out. No interest is accruing on these unpaid dividends.

Veterans administration has issued a pamphlet summarizing and analyzing federal benefits available to veterans and dependents as of Aug. 13. Describing the basis of eligibility and the nature of benefits, it deals with guaranty of premiums on commercial life policies under the soldiers and sailors civil relief act, U. S. Government Life insurance, servicemen's indemnity, and National Service Life, among other benefits.

Wisdom Joins Consultant

Eugene Wisdom, associate actuary of Great Southern Life, has resigned to go with John S. Rudd, Jr., consulting actuary at Austin, as an associate actuary.

Mr. Wisdom was admitted as an associate of the Society of Actuaries in 1949. He has been with Great Southern since 1947.



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Tex. Credit Cover Hearing

The Texas board of insurance commissioners will hold a hearing on credit insurance at Austin Sept. 24.

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(CONTINUED FROM PAGE 2)

dianapolis: Basch, Helen L., New York Life; Peirce, Henry J., Massachusetts Mutual; South Bend: Viger, George W., Notre Dame University; Terre Haute: Schabel, Francis W., Metropolitan.

Iowa—Des Moines: Hilmes, John F., Equitable of Iowa.

Kansas—Salina: Mitchell, Oscar D., Equitable Society; Yates Center: Bowers, Walter A., Business Men's Assurance.

Kentucky—Glasgow: Holman, Paul W., Jr., Northwestern Mutual; Louisville: Loeb, Robert H., Reliance; Rogers, John A., Prudential.

Louisiana—New Orleans: Conino, Joseph A., Equitable Society; Stern, Maurice M., Union Central.

Maryland—Baltimore: Curtis, Franklin, O., Connecticut General; Graham, James P., Aetna Life; Rothschild, Stanford Z., Jr., Sun Life; Storm Donald C., Prudential; Young, Milton S., Connecticut Mutual; Zavadil, George, New York Life.

Massachusetts—Boston: Cox, Richard S., Jr., Aetna Life; Doyle, Francis L., Jr., Sun Life of Canada; Kiel, William F., Jr., John Hancock; Meahan, John F., Mutual Life; Smith, James M., John Hancock; Street, John M., Penn Mutual; Fairhaven: Harrison, John L., John Hancock; Worcester: Baker, Arthur Davis, Jr., Northwestern Mutual.

Michigan—Battle Creek: Egan, Frank B., National of Vt. St. Clair Shores: Brownrigg, John A., United Benefit Life; Detroit: Carstens, August S., A. S. Carstens & Associates; Cawood, James H., Equitable Society; Eklund, Coy G., Equitable Society; Fairway, David K., Manufacturers; Fitter, Herbert N., Phoenix Mutual; McKenna, Thomas J., New England Mutual; Parry, Donald J., Mutual Benefit; Shore, George M., John Hancock Mutual; Grand Rapids: Beers, F. Ray, Lincoln National; Highland Park: Gerletti, Bruce D., Prudential; Kalamazoo: Wylie, Charles B., John Hancock Mutual; Lansing: Colvick, Fred E., Jr., New York Life; Dibble, Charles B., Dominion Life; Muskegon: Risk, Stanley James, Jr., Sun Life Canada; Royal Oak: Walsh, Robert F., Metropolitan Life.

Minnesota—Mankato: Gruber, Clemens J., Northwestern National; Snilsberg, Lee T., Equitable Society.

Mississippi—Natchez: Kuehnle, Robert D., Equitable Society.

Missouri—Kansas City: Cochran, Claude V., General American; Loftus, John J., Jr., Equitable Society; Lynch, Francis J., Equitable Society; McHugh, James F., Equitable Society; Platt, H. Edmund, Postal Life & Cas. St. Louis: Bearman, Morton R., Salomon, Hannegan, Portnoy & Associates; Roseholme, Robert L., Massachusetts Mutual; Schwandt, Otto G., John Hancock Mutual.

Montana—Great Falls: Davidson, George K., State Farm Life; Graham, William M., Northwestern Mutual.

Nebraska—Omaha: Bolas, Milford L., Metropolitan.

Nevada—Boulder City: Nelson, Herman E., New York Life.

New Hampshire—Manchester: Morris, Hugh A., Metropolitan; Portsmouth: Alderson, Kenneth H., Equitable Society.

New Jersey—Allenhurst: Schofel, Joseph M., Security Mutual; Arlington: Jones, Harvey H., No affiliation; Bayonne: Sturz, Melvin, Travelers; Bloomfield: Taaffe, Andrew A., Prudential; Cedar Grove: Beatty, Raymond, Prudential; Clifton: Sydock, Michael, Bankers National; Collingswood: Briccola, Raymond C., Prudential; Cranford: Shire, Everett C., Acacia Mutual; East Orange: Querscheid, William J., Prudential; Glen Rock: Giglio, Mario P., Prudential; Hasbrouck Heights: Greco, Thomas R., Prudential; Maplewood: Jones, Benjamin F., Monarch Life; Montclair: Knetzger, Edwin L., Jr., Prudential; Overton, Garland B., Prudential; Newark: Buchanan, John D., Jr., Prudential; Costello, Donald M., Prudential; Elmhurst, Robert, Prudential; Sabatino, Arthur J., Equitable Society; Paterson: Altschuler, Jacob, Equitable Society; Vellone, Dominic V., Metropolitan; Plainfield: Kaplan, Stanley W., Metropolitan; Rosenberg, Alfred S., Prudential; Ridgewood: Molr, William E., Metropolitan.

New York—Baldwin: Cassidy, Joseph E., John Hancock; Bayside: Polley, Alvin H., Jr., Phoenix Mutual; Brooklyn: Birnbaum, Allen, Mutual Life; Bell, Julian A., New York Life; Abrams, Seymour V., Prudential; Connelly, John E., Prudential; Hartsteln, Jacob, Metropolitan; Kalish, Daniel, Travelers; Marshall, Henry, Berkshire Life; Schechter, Irving B., John Hancock; Shapiro, Sidney, John Hancock; Weiss, Bernard B., Metropolitan; Buffalo: Bowers, Vincent C., John Hancock; McCarville, Terrance H., John Hancock Mu.; Propis, John P., Northwestern Mutual; Zink, Christine C., Buffalo Savings Bank; Gloversville: Santella, Ralph A., Continental Assurance; Haverstraw: Piccola, Emil R., Prudential; Hempstead: O'Connor, George E., New York Life; Jackson Heights: McInerney, William E., Metropolitan; Jamaica: Debus, Edwin J., Equitable Society; Jamestown: Brownell, Robert F., L.

Equitable Society; Fisher, Robert C., Northwestern Mutual; Hudson, John E., Metropolitan; Levittown: Rhodes, Alfred W., John Hancock; Lockport: Berger, Adolph, John Hancock; Johnson, Clinton C., New York Life; Mineola: Farrell, Thomas J., Prudential; New York City: Bair, Leigh J., National Life; Brandmarker, Boaz L., Home Life; Capo, Charles E., Penn Mutual; Carbonara, E. Vernon, New England Mutual; Costello, William J., Equitable Society; Fischel, Paul R., Northwestern Mutual; Fischer, Ruby E., Equitable Society; Fletcher, Everett P., Metropolitan; Frechette, Norman H., Metropolitan; Freeman, Harry, Metropolitan; Friedman, Herbert V., Massachusetts Mutual; Greenblatt, Irving, Security Mutual; Grive, Joseph, Jr., John Hancock Mutual; Huxford, Mary Elizabeth, Metropolitan; Kolomaznik, Francis J., Prudential; Koppen, Charles A., New England Mutual; Lederer, R. Werner, L. O. M. A.; Leding, Aline Martha, Equitable Society; Liebross, Harold, Home Life; McIntosh, Michael J., Mutual Life; Meyer, C. Harrison, Massachusetts Mutual; Norton, Paul A., New York Life; Peterfreund, Martin, Metropolitan; Poinier, John, Mutual Benefit; Rosan, Howard J., Continental Assurance; Shulman, Samuel R., Metropolitan; Smith, Paul M., Jr., N. A. L. U.; Trussell, Albert C., Mutual Life; Ullman, Jacques C., Equitable Society; Walter, Jack H., Metropolitan; York, Robert C., Equitable Society; Rochester: Benedict, Theodore H., Equitable Society; Hageman, Fred F., Equitable Society; Havert, Ray J., John Hancock Mu.; Higgins, John J., Metropolitan; Holtzman, Arthur M., Jr., Companion Life; Teall, Louis J., New York Life; Syracuse: Erickson, Edwin M., Farm Bureau Life; Wantagh: Crowther, John W., Equitable Society; Totaro, Joseph E., Prudential; West Hempstead: Rachlin, Robert, Equitable Society; Yonkers: Carpenter, William S., Metropolitan.

North Carolina—Asheville: Stewart, Edwin E., Security Life & Trust; Chapel Hill: Black, Kenneth, Jr., University of Pa. Charlotte: Diamond, Nathan, Lincoln National; Henderson: Greene, Clarence E., Equitable Society; Winston-Salem: Ingram, James B., Jr., Massachusetts Mutual; Mickey, Joseph H., Massachusetts Mutual.

Ohio—Bowling Green: Abell, Wilbur J., Bowling Green State University; Cincinnati: Madole, Ray C., Aetna Life; Ach, Anthony L., Mutual Benefit; Adelson, Morton D., John Hancock Mutual; Brownfield, Edward H., New York Life; Sutter, Robert L., Travelers; Vocke, Justus W., Equitable Society; Witten, Daniel M., Union Central; Wright, Owen E., Aetna Life; Cleveland: Cim, Robert, Mutual Benefit; Musser, John F., Prudential; Schmitt, John F., Mutual Life; Winkler, Frederick P., Mutual Benefit; Columbus: Lewis, Allen R., Columbus Mutual; McDermond, Maurice L., College Life; Polk, Winfield M., John Hancock Mu.; Dayton: Burns, Bryson V., New York Life; Gillaugh, Thomas H., New England Mutual; Mitchell, Maurice E., Occidental; Findlay, Sheidler, Franklin E., Northwestern Mutual; Piqua: Reed, Robert B., Aetna Life; Steubenville: Bernert, John T., Bankers of Nebraska; Probert, Deane B., Northwestern Mutual; Toledo: Aubry, Harold A., Aetna Life; Murbach, William J., Northwestern Mutual; Wilmington: Cowgill, Donald E., State Mutual.

Oklahoma—Enid: Frantz, Robert S., Massachusetts Mutual; Norman: Brown, Robert B., College Life; Oklahoma City: Burmeister, Edward D., Metropolitan; Clapp, James H., Equitable Society; Tulsa: Bergman, Gale M., Northwestern Mutual; Miller, Lee G., Prudential.

Oregon—Portland: Shank, Harland W., Equitable Society; West, James B., Mutual Benefit.

Pennsylvania—Butler: Uram, Mitchell G., Mutual Life; Ellwood City: Wilson, Charles R., Prudential; Glenshaw: Ellenberger, Thomas R., Prudential; Hanover: Murphy, S. Edward, Travelers; Harrisburg: McVey, Camden, Mutual Benefit; New Castle: Mastrian, Anthony, Metropolitan; North East: Stow, John H., Travelers; Philadelphia: Banfield, Fred W., State Mutual; Gavin, Thomas E., United Benefit; Hunting, David G., New England Mutual; Solenberger, Donald M., Connecticut Mutual; Weingarten, Alexander, Metropolitan; Phoenixville: Tolle, Albert F., Metropolitan; Pittsburgh: Covell, George D., Connecticut General; Furey, William M., Berkshire Life; Keefe, Elmer R., Lincoln National; Reading: Snyder, Arvin L., Lutheran Brotherhood; Scranton: Shields, Henry J., Equitable Society; Washington: Monda, Dominick, Knights Life.

South Carolina—Columbia: Lovvorn, Robert H., Atlantic Life; Minter, William S., Jr., Carolina Life; Quinn, Frederick E., Aetna Life; Charleston: Bliesener, Arthur G., Guardian Life; Chester: Williams, Harry M., New York Life.

Tennessee—Memphis: Coleman, James P., New York Life; Kohn, Richard, New York Life; Livingston: Thomas E., Provident L. & A.; Nashville: Brown, E. Cleve, New York Life; Flautt, Mere-

dith E., Massachusetts Mutual; Gunn, L. J., Atlanta Life; Ward-Smith, Kenneth, Life & Casualty.

Texas—Amarillo: Landon, Harris L., Southwestern Life; College Station: Longley, John B., American General; Dallas: Collins, Carr P., Jr., Fidelity Union; Gibson, Lee Roy, Jr., Fidelity Union; Hynds, Nat., Acacia Mutual; Powell, George C., New England Mutual; El Paso: Lanaua, George A., American National; Houston: Bissell, John J., Bankers Life; Brakefield, Shirley, Pioneer American; Elston, Herbert, Minnesota Mutual; Hamilton, John S., Guarantee Mutual; Hand, Thomas E., Jr., Commercial & Industrial; Hodges, Bartley S., New York Life; MacGregor, Edwin A., Jefferson Standard; Mayeux, Ernest H., State Mutual; Lamesa: Bussie, Richard C., Southwestern Life; San Antonio: Goldsberry, Christopher, New England Mutual; Mock, Tom L., Aetna Life; Sweetwater: Boswell, J. Warden, Southland Life; Waco: Knox, Ernest L., Metropolitan.

Utah—Ogden: Erickson, Gerald L., New York Life; Petersen, Grant J., New York Life; Salt Lake City: Cannon, George I., Beneficial Life.

Virginia—Arlington: Long, John D., No affiliation; Charlottesville: Sullivan, Robert B., Massachusetts Mutual; Falls Church: Barnett, James D., Mutual Benefit; Roanoke: Mahone, John T., Equitable Society.

Washington—Seattle: Bliss, Don, New York Life; Johnstone, Kenneth W., New York Life; Vradenburg, Gerald W., Equitable Society; Spokane: Kinney, Ray A., Prudential; Robble, John A., New York Life; Smith, W. H., Prudential; Tacoma: Robertson, Roger R., Western Life.

West Virginia—Charleston: Marshall, William H. E., Northwestern Mutual; Fairmont: Fleming, Corley L., Protective Life.

Wisconsin—Beloit: Allen, Joseph W., New York Life; Madison: Meinhart, Lester, Northwestern Mutual; Milwaukee: Bussian, Eugene F., Northwestern Mutual; Griffin, Willard H., Northwestern Mutual; Hempe, Norman D., Old Line Life; Miller, Dustin, Penn Mutual Life; Sparta: Erickson, Leslie C., Northwestern Mutual.

Canada—Montreal: Pfeffer, Irving, University of Pa.

Hawaii—Honolulu: Ching, Edward T., Lincoln National; Cicciarelli, Philip C., United Benefit; Iwanaga, Archi A., Home Life of Hawaii; Teall, Robert R., Travelers.

Agents Need to Understand Problems of Retirement

(CONTINUED FROM PAGE 4)

the plant, use of plant facilities, such as parks, discounts, perhaps stenographic or other clerical help. A few may be retained as consultants. One company refers to all its retired employees as "retired associates."

Dr. McKain said that apparently people want to stay on the job as long as they can but as retirement becomes more and more accepted and more advance preparation is made for it, then it is likely that people will retire when they can rather than when they are forced to.

While it might be thought that focusing the older employee's attention on problems of retirement might tend to have a bad effect on production, yet this has not been the case, he said. In general, anything that the worker feels is being done for him tends to benefit production and pre-retirement counseling is no exception.

Teachers Visit Hartford

Thirty-nine school teachers attending the workshop on family financial security education at University of Connecticut went to Hartford from Storrs to visit Aetna Life and Connecticut General Life, where the teachers saw first hand some of the insurance operations they have been reading about in their textbooks. They were from high and elementary schools in Connecticut and other states.

Correct Staley's Title

In the Aug. 8 issue of THE NATIONAL UNDERWRITER it was erroneously stated that Harlow Staley had been appointed actuary of Iowa Life. Mr. Staley moves up from assistant actuary to associate actuary. An associate of the Society of Actuaries, he has been with the company for about three years. He was made assistant actuary last year.

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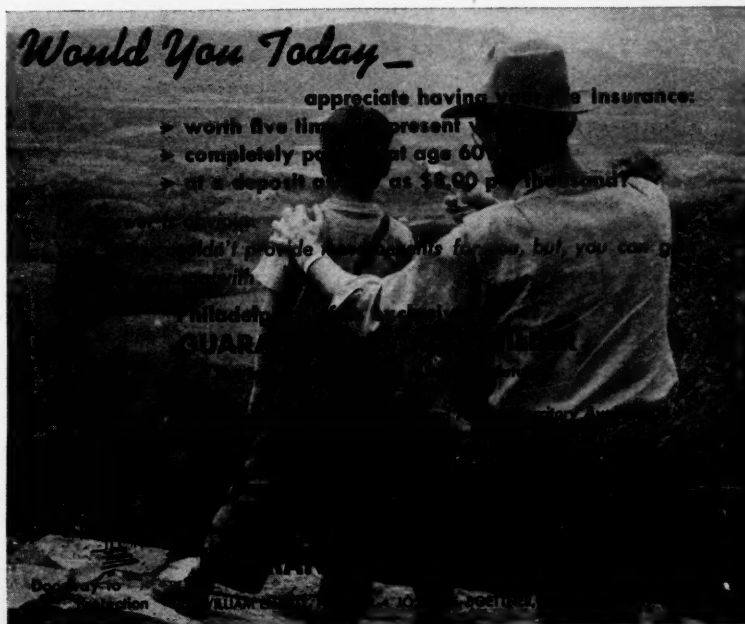
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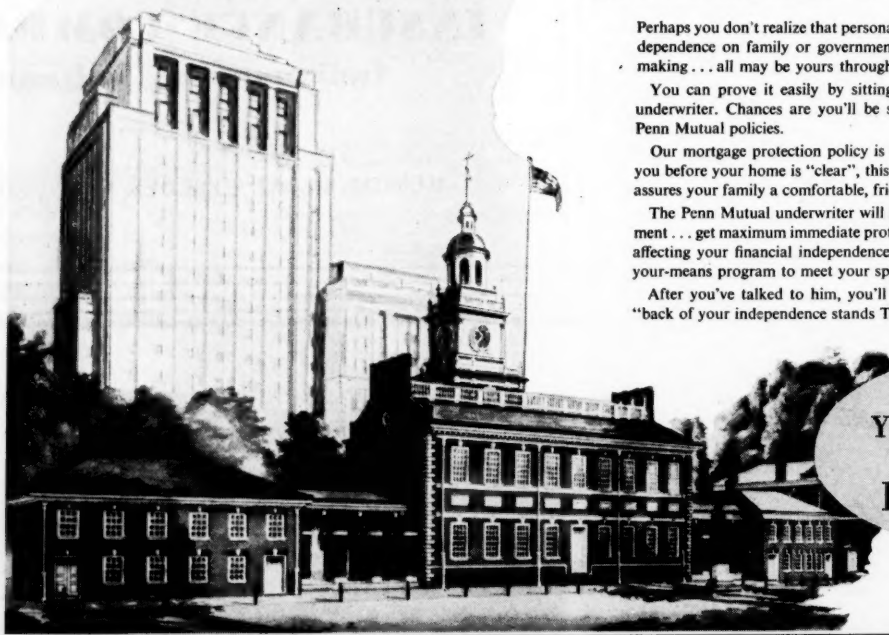
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Your Independence
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